

45th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



Photo of the Month See Page 13

In This Issue:

*Mechanization in Built-Up Roofing
Selling Insulating Siding*

April, 1955

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IMPERVITEX

IMPERVITEX is an improved, economical, and rot-proofed roofing membrane that is laboratory tested and specially designed to form a perfect bond between itself and waterproofing materials. It is unexcelled for vertical surfaces, water tanks, subway work, and easily conforms to the shape of the surface being waterproofed.

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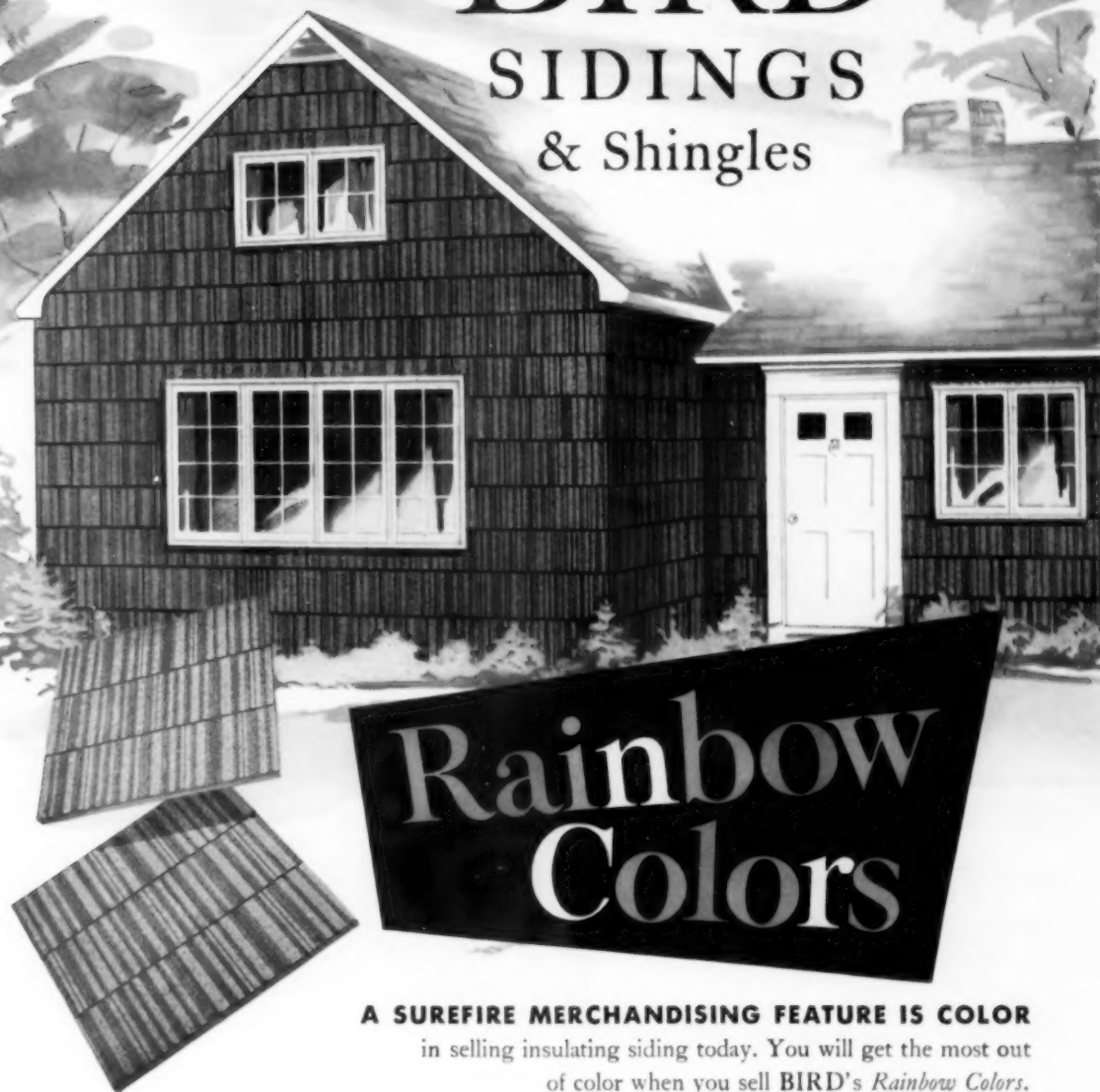
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For just as BIRD has always led the siding industry in dramatic new fast-selling designs, BIRD is also the leader in color.

Everyday, more and more homeowners are making their siding selection from the wide, wide range of BIRD Siding *Rainbow Colors* . . . from smart, brilliant tones to delicate pastels.

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QUALITY PRODUCTS SINCE 1795



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BY ACTUAL TEST
J-M SEAL-O-MATIC ASPHALT SHINGLES
withstood the TERRIFIC BLASTS of an aircraft engine!

New patented Seal-O-Matic® Asphalt Shingles are an exclusive Johns-Manville development. They have the beauty of traditional square-butt shingles, yet they are self-sealing to defy gale winds and rain.

In the severe tests illustrated above, wind and water at 100 miles per hour were driven against a panel of these self-sealing shingles for a solid hour, with frequent gusts up to 140 m.p.h.! This is the equivalent of the full fury of a tropical hurricane. Not a tab was lifted. Not a drop of water seeped through.

Get the whole story about Seal-O-Matic Shingles. Write Johns-Manville, Box 111, New York 16, New York.

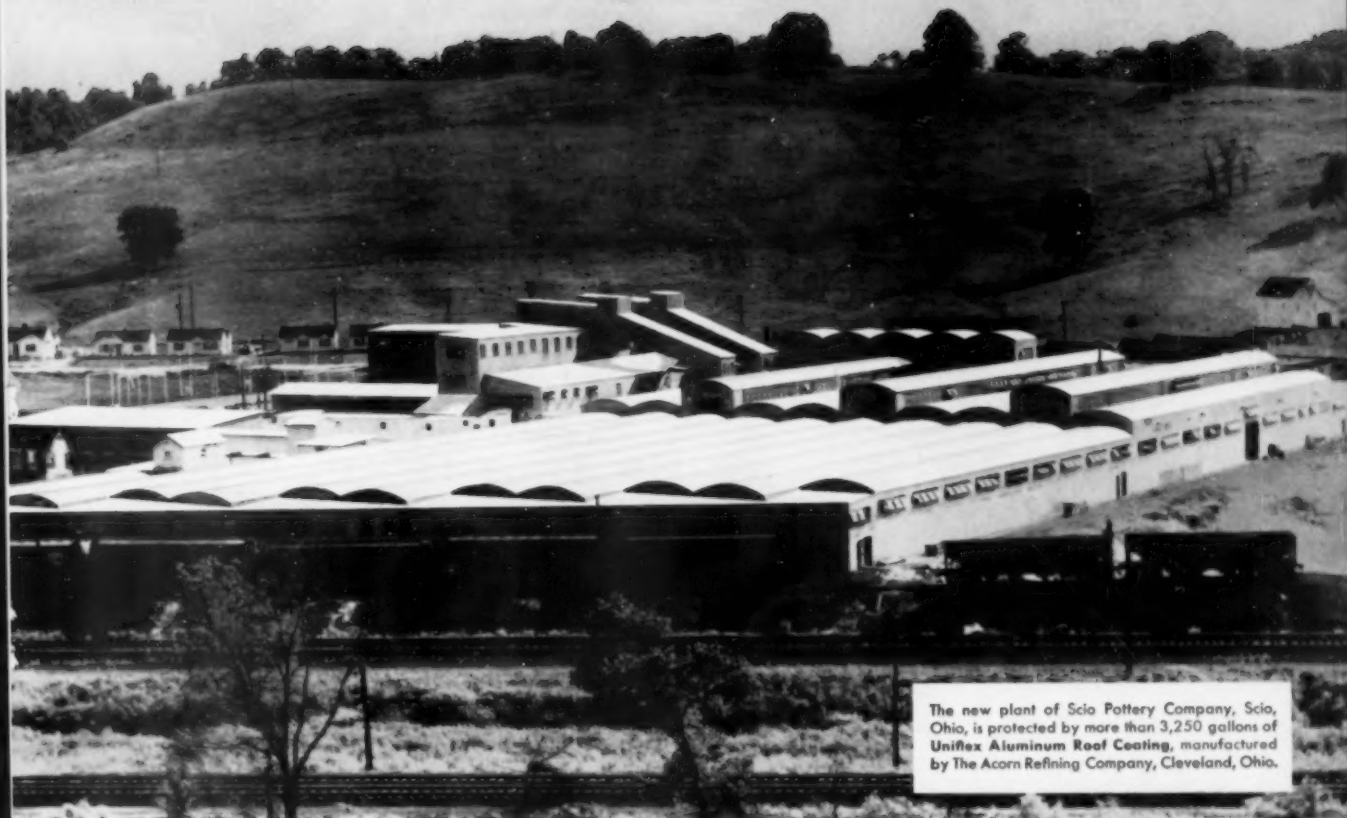
HERE'S THE SECRET
 that makes J-M Seal-O-Matics superior to hand-cemented, locked or stapled shingles:

- The sun's heat seals the tabs automatically because of this factory-applied strip of petroleum resin cement on the underside of each shingle.
- The entire butt edge is sealed—not just spot-cemented or spot "locked" or stapled.
- Every tab is securely fastened with no cement smears on exposed surface—human error is eliminated.
- No tricky application—no tabs to fit into place—applied in regular way with only 4 nails.



Johns-Manville





The new plant of Scio Pottery Company, Scio, Ohio, is protected by more than 3,250 gallons of **Uniflex Aluminum Roof Coating**, manufactured by The Acorn Refining Company, Cleveland, Ohio.

Scio Pottery waterproofed, insulated, rustproofed an entire plant with **UNIFLEX ALUMINUM ROOF COATING** ... and so can you!

Several years ago the famous Scio Pottery plant was destroyed by fire. As the new buildings went up, maintenance engineers specified *one* roof coating that would insulate, waterproof and rustproof *all* the roofs, from corrugated metal and galvanized to paper and composition. They specified *aluminum roof coating*!

As an insulator, Scio has found that aluminum roof coatings reflect the sun's rays, lower roof temperatures as much as 40° and substantially reduce inside temperatures. Because of the acoustical properties

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ALCOA does not make roof coatings. But we will gladly refer you to reputable manufacturers who do.

ALCOA 
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ALUMINUM COMPANY OF AMERICA

Paint Service Bureau
Aluminum Company of America
1794-D Alcoa Building
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Please send me your **FREE** booklet, *Aluminum Asphalt Roof Coatings Make Time Stand Still*.

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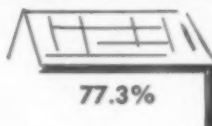
45.4%

WE INSTALL ROOF DRAINS



73.6%

GUTTERS — DOWNSPOUTS



77.3%

INSULATING WE HANDLE OR APPLY

BOARD

70.6%



BLOWN

22%



23%

OTHER

What the contractors are doing is well told in the A.R. graph above. How they are getting the materials to do it is best described in the results obtained from the coupon below. To do more of what's on top you must send for what's on the bottom of this page, so...

Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

Check Numbers Wanted — Fill in Coupon — Tear Off and Mail

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

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- ☐ 91. Artificial Brick Siding
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- ☐ 7. Asphalt Siding
- ☐ 92. Cartoon Ad Helps
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- ☐ 28. Hoists & Derricks

- ☐ 29. Hot Stuff
- ☐ 68. Insulating Siding
- ☐ 74. Insulation, Reflective
- ☐ 34. Kettles and Pumps
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- ☐ 49. Scrapers, Roof, Hand & Mechanical
- ☐ 69. Sprayed Sidewall Resurfacers
- ☐ 59. Tools, Catalogs of
- ☐ 60. Underlayment for Roofing & Siding

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April, 1955

Name

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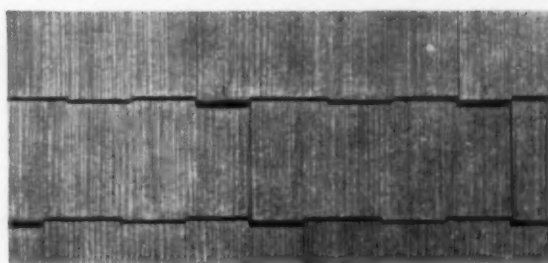
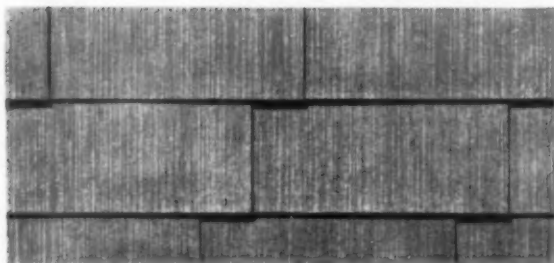
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The Sensational New Dual-Choice Asbestos-Cement Roofing Shingles by Keasbey & Mattison



Can be laid to give either a straight or thatched butt

The dual feature of these shingles means that they can be laid to give either a straight or thatched butt . . . as you choose. The size is 12"x24" with a uniform thickness of $\frac{5}{32}$ ". They are laid to provide a head lap of 3" and a side lap of 4". Application is easier and quicker because the shingles are of large size and self-aligning. A storm anchor gives added protection against the strongest winds.

6 EXCITING COLORS give these new "Dualay" Shingles extra appeal, extra salability. These colors, the finest we have ever offered, result from a combination of mineral pigments and ceramic granules and are the least affected by exposure to the elements. Here is the choice:—Peacock Blue, Antique Red, Green Pastel, Red Pastel, Lindenwold and Rustic Brown.

Ask us for complete details on "Dualay" asbestos-cement roofing shingles

KEASBEY & MATTISON COMPANY • AMBLER • PENNSYLVANIA

America's first maker of asbestos-cement shingles



Sensational New U.S.G. Applicator



it's New! Completely Different!



With a simple "twist of the wrist," the U.S.G. APPLICATOR SELLING PORTFOLIO enables you to show prospects how USG* Asphalt Roofing looks with GLATEX* siding; or how a new roof will look with their present siding. Match dozens of attractive exterior color combinations . . . help your prospects select type and color of roofing or siding. It's a real interest-arouser for customers . . . a real sales-closer for you!

Selling Portfolio

helps you close MORE jobs!

FIELD TESTED You asked for it... here it is, a portfolio packed with sales dynamite. Combines the best of the proved-in-use ideas and recommendations from successful roofing and siding applicators all over the country.

COMPLETE SALES TOOL
Designed to make prospects want new U.S.G. Roofing and Siding. Not only does it demonstrate the value of these products, it tells a convincing sales story as well. Unique *color selector* helps the prospect make up his mind faster, because he sees his home as it will look when completed.

COMPACT and lightweight, sets up anywhere in homes or in your place of business. Provides new, powerful sales ammunition for the experienced salesman, and helps the inexperienced salesman get his share of orders too.

Sell more U.S.G. Roofing and Siding with this new U.S.G. Applicator Portfolio, one of the most effective sales tools you've ever used. The supply is limited, so be sure to apply for yours today. Fill out the coupon below, mail today; your local U.S.G. sales representative will call.

*Clip out and
mail today!*



UNITED STATES GYPSUM

The Greatest Name in Building

United States Gypsum Company
Dept. AR-2
300 West Adams Street
Chicago 6, Illinois

Gentlemen: I am interested in the U.S.G. APPLICATOR SELLING PORTFOLIO. Please have your representative call.

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FIRM NAME _____

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A Written Warranty Protects You

when you use ASPHALT-ALUMINUM Roof Coating
or Paint in containers with this Seal!



**Reynolds advertising
to industry and agriculture helps
tell your customers and prospects:**

- * This coating (or paint) will last—because the vehicle is durable and elastic.
- * This coating (or paint) will keep buildings up to 15° cooler—because it reflects up to 85% of the sun's hot rays.
- * This coating (or paint) will add years to roof life—because it provides a non-rustable metallic shield.

This warranty is your assurance of a proper vehicle and a full measure of high quality aluminum pigment in Asphalt-Aluminum Roof Coating and Paint.

You're sure it will leaf well and provide a good protective metallic shield...

Sure it will stay on—last for years on built-up and rustable metal roofs. You won't have to apologize for the job or give excuses later on. It'll help put you in line for the customer's next big job and his recommendations to other prospects.

Insist on Asphalt-Aluminum Roof Coating and Paint made with pure Reynolds Aluminum Pigment. If your present sources can't supply you, write for names of manufacturers. Reynolds Metals Company, P. O. Box 1800-PQ, Louisville 1, Kentucky.

This advertisement appears in the interest of the Paint Industry of America

Nailing It Down

IT looks like the women have done it again. If exterior house colors are any indication, building materials manufacturers have come to realize that the ladies have invaded another field once considered "safe," according to E. J. O'Leary, sales vice president of the Rubberoid Company.

Not so long ago it was the man's job to select the products that would protect the roofs and sidewalls of a house and while he was at it he also picked the color. Men have held their ground in the construction details, but in the color department, the ladies have taken over.

"White was always the dominating color with the men," said O'Leary, "but women's desire for a change has led homeowners down a rainbow road on which houses now boast exteriors of almost every color of the spectrum."

Figures back up Mr. O'Leary's argument. In 1950, for example, white asbestos-cement shingles dominated the field, accounting for nearly 80% of all new and residing jobs throughout the country. When women's creative mind started to work, white siding lost out in popularity where now it has dropped to a mere 25% in most areas.

More than 1,000,000 new homes will be started this year and it looks like it is going to be the most colorful year for houses in history.

Victor King of King Roofing and Manufacturing Co., Sanford, North Carolina, came up with an interesting idea that may catch on. Mr. King would like to see an "Oscar" presented for outstanding achievements in the Carolina construction field.

"In the course of a year," he said, "all of us did (members of the Carolina Roofing and Sheet Metal Contractors Association) at least one job in which he was particularly proud of. So, why not make it possible for the rest of us to know about this job and in a competitive spirit, make an award for outstanding achievement or a series of awards after breaking down the entries into different categories."

Mr. King feels that the skilled artisans of the trade are almost gone

(Continued on Page 37)

**AMERICAN
ROOFER
& SIDING
CONTRACTOR**

45th Year

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 45

APRIL, 1955

No. 4

CONTENTS

Page

Free Catalogs & Literature.....	6
Nailing It Down.....	11
Mechanization In Built-Up Roofing.....	13
Mechanical Roof Scrapers.....	15
Hire Salesmen Scientifically to Cut Turnover Merry-Go-Round.....	16
New Sidings Bring New Profits to New-Type Contractor.....	17
How To Sell Insulating Siding.....	18
Fire-Gutted House Saved By Mineral Wool Insulation.....	20
Eastern Wholesalers Hold 3rd Annual Roofing Show.....	21
What's New.....	22
News of the Month.....	24

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"SHOW WINDOW" OF "SHOW ME" STATE GETS NEW *Certain-teed* ROOF

REG. U.S. PAT. OFF.



STATE FAIR BUILDINGS AT SEDALIA, MISSOURI REROOFED WITH SAF-T-LOK SHINGLES

Often called the "Show Window" of Missouri, the State Fair grounds at Sedalia are among the country's most beautiful and best equipped. In 1952 a tornado striking with savage force ripped across the fair grounds, causing damage totaling over half a million dollars. Even the tile roofs on many of the buildings were badly battered. So much so that all damaged roofs have now been replaced with Certain-teed

Double Coverage Saf-T-Lok Asphalt Shingles for maximum protection.

Saf-T-Loks make a roof that cannot be blown or pulled apart by high winds. These shingles are applied to interlock providing a tightly interwoven roof—actually all one piece.

Double Coverage Saf-T-Lok shingles give the protection of two roofs. Their extra long, wide tabs permit sufficient overlapping to provide double coverage over the entire roof

—triple coverage over one third of the roof.

Because of their weight, "double" protection and high wind resistance, Certain-teed Double Coverage Saf-T-Loks are used in new construction as well as for re-roofing on homes, barns, churches. They are grained for greater beauty, "Millerized"* for longer wear. Ask your Certain-teed representative to show you the new colors and blends.

*T.M. Reg. U.S. Pat. Off.

Certain-teed

REG. U.S. PAT. OFF.

Quality made *Certain*... Satisfaction Guaranteed



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AMERICAN ROOFER & SIDING CONTRACTOR

April

1955

Mechanization in built-up roofing

I. Long range trends

THE built-up roofing industry has been in existence for over 75 years and many of the original methods of application have been in existence throughout this period. However, there have been changes introduced in roof design and a tendency toward single-story buildings for commercial use. Such buildings have many economic advantages for both manufacturing and warehousing. Because of the improvements in "over the road" transportation of products, distances from metropolitan centers is not a factor. Congested traffic in such centers are causing delays, unloading difficulties, parking problems and so forth. This has encouraged the movement of industries to outlying areas where space is readily available. Dispersion of heavy industry is also being encouraged for defense purposes. Improved labor conditions in certain areas which are not within the heavy industrial areas is another inducement for industrial movement into more sparsely settled areas. Shopping areas are also being developed in suburban areas, most of which are single-story units. This trend will continuously create an increasingly heavy demand upon the built-up roofing industry.

By DR. C. E. LUND
Assistant Director
Experimental Station
University of Minnesota
Minneapolis, Minn.

Design changes and increased use of roof insulation has created problems which have plagued the roofer. Insulation has been accepted as both an economic requirement as well as a requirement for comfort. Certain manufacturing processes makes roof insulation a necessity especially for textile

plants and other similar processes. Air conditioning for summer comfort dictates that insulation must be used. Initial cost and operation of cooling equipment requires that roof insulation is a "must".

The heat gain through a roof because of its exposure to the sun and its large area is 3 to 8 times greater than that which is transmitted through the walls. Different types of decks have been introduced to replace the customary wood deck. Concrete, light weight insulating concrete, steel, precast tile and so forth all introduce certain problems. The roofer has no voice in the roof design and therefore he depends upon design specifications furnished for the roof construction.

As a result of intensive studies upon built-up roofing during the past 9 years, the roofing industry is becoming more familiar with the peculiar problems which have come to their attention. Each component of the industry has a responsibility with the roofer being the "last but not least man on the totem pole". Many times, the roofer has shouldered the responsibility for roof failures whereas he has become involved in a series of circumstances beyond his control. Thus, the roofer

Photo of the Month

An insurance company of Rockford, Illinois, annoyed at seeing its building (shown on our cover) being defaced continuously by pigeons, decided to do the obvious and take out pigeon "insurance." It was back in April, 1951, that they decided to have the building sprayed and since that time they have not been troubled by the birds. One retouching job was needed last June.

The Burr Chemical Company applied 160 pounds of Bur-Co in just two days, using two men. It is not necessary to use more than two men on a job. Any roofing or other organization equipped with saddles, rope and an air compressor should be able to perform the task.

The Bur-Co repellent is humane, as it does not harm the birds. It just discourages them from landing on the roof.

today must be alerted to the changing requirements and conditions as a matter of self-protection as well as his personal interest in obtaining a roof of quality and lasting performance.

Roof Failures

Most recent difficulties have occurred with blistering of built-up roofing. Answers to these difficulties have been found as to the causes, and prevention. Moisture sealed within insulated roofs is hazardous and is one of the predominating causes for blisters. Moisture sealed within roofing plys due to poor mopping, brooming and moisture in the felts must be avoided. Vapor sealed courses have been recommended to reduce the moisture hazard from within a structure. Protective storage of the insulation and other materials against the elements to reduce the moisture hazard has been recommended. Solid mopping and brooming of felts to obtain a homogeneous bond between felts has also been recommended. Last but not least, good workmanship in every phase and following manufacturer's of roofing materials specifications as to the temperature of the "hot stuff" and its application is extremely important. Venting of insulated roofs is now being recommended to reduce and control the possibilities of blistering. Time does not permit a detailed discussion of this subject at this time.

Venting

Venting is primarily being considered and being considered very seriously for the roofer. We are recognizing he is dealing with the elements, and therefore, we must do something to help him.

I will say this. We will find this venting and the venting in terms of breathing coming forth in such a way that it is going to be of tremendous assistance to the roofer on roof design to assist him in overcoming these elements which are far beyond, we feel, his control. So you can see we are attempting in every way to give assistance and reduce these failures and improve the quality of the roof.

From both an economic and quality point of view, workmanship is one of the most important aspects of the built-up roofing industry. Yet, human beings because of his very nature is unpredictable and is not expected to be consistent in all his actions throughout the day, day after day or week after week. Thus machines have superseded men where variations must be reduced

THE FORUM BOMBSHELL

Through the courtesy of C. N. Nichols, and NERSICA, Inc. American Roofer & Siding Contractor is enabled this month to present a complete installment of a most important speech made at a most important Forum. Dr. Lund's remarks opened what will go down in history as the finest open platform discussion of the modern trend in industrial roofing: mechanization on the roof. His report, made in the modulated and objective tones of a college professor, is really a quiet bombshell, the forceful academic recognition of a great change coming over this industry. It is our privilege to be enabled to present this, and other excerpts from a series of talks that celebrate one of the greatest developments in modern roofing. Thank you, Mr. Nichols!

to a minimum and a uniform product is required.

The construction of a built-up roof is a manufacturing process which must take place in the field under all adverse conditions. The irony is that built-up roofing is used to protect the manufacturing of the very products which are used in its construction. As special means are being taken to design a good roof, likewise special means should be taken to control within economical limits, the manufacture or construction of the roof. To reduce the effect of the human element, the introduction of mechanized equipment wherever possible will serve to standardize the processing of construction from a quality standpoint as well as reducing the overall cost.

Based upon economics, mechanization will serve to increase the productivity of a man thereby reduce the overall cost of installation. From a humanitarian standpoint, it will also serve to conserve human energy, improve working conditions, and employer-employee relationship. Without question, hand-spudding gravel, hoisting materials and similar operations require man power and the utmost in human energy especially during the hot humid months. Any mechanization which will reduce the labors of man in the construction of a built-up roof will be reflected in higher quality, reduction in cost and improved working condi-

tions.

Mechanization

As in any industry, the use of mechanized equipment must be given careful consideration before determining whether or not it should be adopted. It is advantageous to both the roofer and the suppliers of mechanical equipment, that the roofer is informed on all aspects of its use, in order to meet with full success. The supplier and manufacturer of such equipment is interested in building up this particular industry. It then becomes their duty to provide all the information possible to the roofer as to advantages and its limitations. On the other hand, the roofer will be interested when he can be shown that better quality roofs are obtained at a reduction in cost and that his profits are increased above and beyond the investment required. Mechanization of an industry as old as the roofing industry requires that the true facts are presented simply and accurately on a particular machine to be recommended.

Keen Competition

The roofer is too absorbed in his own responsibilities because of keen competition in his industry to allot time to experiment on his own to determine whether or not conversion to a machine or groups of machines is advantageous. In many cases, the capital investment is a serious problem, when such funds can be used directly in promoting his own business. Other problems are liability insurance, local city or state codes for operating, union regulations, special operators for certain types of machines, maintenance, and storage. As stated before, accurate information on these subjects based upon case histories and experience as accumulated by the equipment manufacturers and supplies is the information the roofer is interested in. Close cooperation between the user and the supplier is necessary for the successful use and acceptance.

Types of Equipment

Careful search and review of literature published since 1947, indicated that information on the use of mechanized equipment in this field is extremely limited. This is particularly true with regards to the economic advantages.

A certain amount of limited information has been obtained through contacts with the roofer and the equipment

(Continued on Page 36)

Mechanical roof scrapers: how to take care of them

By GEO. D. BILLINGS
G. H. Tennant Company

FEW roofing tools have caught on faster than mechanical scrapers. Since they were introduced seven years ago, these machines have been a dramatic success. Today perhaps 80 per cent of all built-up reroofing jobs of any size are done with the aid of roof scraping machines. As a result, the old back-breaking spud bar is seldom used, except on very small jobs and for occasional cleanup work in tight corners.

Types of Mechanical Scrapers

The high cost of hand spudding, plus the terrific fatigue involved, led inventors to experiment with powered scrapers many years ago. One roofing manufacturer, for example, spent a considerable sum testing a rotary blade device for cutting pitch and gravel from roofs. It proved to be impractical, as did several other tools.

So it was not until 1948 that a manufacturer of heavy duty floor machines discovered — largely by accident — the mechanical scraping technique generally used today.

Three types of mechanical scrapers are now on the market. One unit is basically a spur bar mounted on a two-wheel carriage and powered by a small gasoline engine. The cutting bar has an oscillating motion resembling the action of a hand-held spur bar or scraper.

Another type of power scraper uses a steel sleeve or drum fitted with rigid projecting bits. As the machine is pushed around a roof the revolving drum scratches gravel loose, throwing it forward. The unit, available in three models, is comparatively light.

The third type of mechanical scraper — the one most commonly used — works on a different principle. It uses a high speed revolving cylinder (revo-tool) equipped with loosely mounted heat treated alloy steel cutters. Powered by a 6 hp engine, this machine scrapes an



8" path and has semi self-propelling action. As the operator guides it over a roof, the cutters on the 1450 rpm drum rapidly shear off pitch, gravel and slag, down to the felts. The revolving cylinder's fast planning action also smooths off ridges and humps, leaving a good surface for reroofing.

"Sawing" Through

This type of mechanical scraper can also be used (with optional cutting head) for "sawing" through pitch, gravel and insulation on tear-off jobs. For this work the operator scores the entire roof at 3 ft. or 4 ft. intervals, much as you might cut a cake. Then each piece or section is pried loose and hoisted down from the roof for trucking away. This new mechanized procedure simplifies handling and trucking, and protects the roof deck from

possible damage caused by careless hand picking or spudding.

Advantages of Mechanized Scraping

Results obtained by over 1200 roofing contractors using power scrapers disclose an impressive list of advantages. Those most frequently reported are:

1. *Saves time: cuts roof preparation costs.* A standard heavy duty power scraper has exceptional speed and capacity, well in excess of anything a hand scraping crew can do. Nationwide, average coverage is about 8 squares per hour, with a broad range from 2 squares per hour (for extra tough jobs) to 28 squares per hour (for very easy scraping conditions).

Occasionally a roofer will find a lucky combination of ideal conditions

(Continued on Page 38)



Above and left: Two views of a modern mechanical roof scraper. This special article, written exclusively for American Roofer & Siding Contractor, is an appropriate delineation of the kind of developments Mr. Lund speaks of on pages 13 and 14.

Hire salesmen scientifically to cut the turnover merry-go-round

By ROBERT E. BERK

This article which originally ran in December, 1954, is being reprinted, literally because of popular demand. In a speech to the recent NRCA National convention, Martin V. Coffey, Dir. of Merchandising, Philip Carey, urged all roofers to read this article. The response has been so great that rather than publishing reprints, we have decided to republish the entire article.

THE words, "salesmen can either make or break a contractor," have never been more appropriate than they are today. Many roofing and siding contractors, in fact, have paid premium money to what they thought were top men, only to be disappointed.

There is one method however, that the contractor can utilize to screen out poor salesmen and that will save him a great many future headaches. The plan revolves about the successful use of applicants from potential sales employees.

In this connection, it would be wise for contractors to consider making use of proper applications, rather than interviewing a man orally, and putting him to work simply because he is to operate on a straight commission basis, or otherwise is considered as being "self-employed." As much care and thought should be used in the selection of a salesman as if the man were on a straight salary. (In some instances, in fact, salesmen are being placed on a salary-plus-commission basis so that the contractor has better control over his men).

In querying contractors as to the

best methods of devising and handling the screening out operation with the aid of written applications, the most important objectives of the plan were listed as follows:

1. To avoid employing a man who will miss the sale when the going gets tough.

2. To avoid hiring a man who has all the earmarks of a good salesman, but who, later, falls down on the job because of some characteristic overlooked during the interview.

3. Not to miss hiring what might have been a good man for a reason that "appeared" to be important, but which actually would not have affected

(Continued on Page 34)

Right: One type of form which may be used for hiring salesmen scientifically is shown in this sample. Mr. Berk suggests a number of other questions which should always be asked in selecting good salesmen material in the accompanying article.

District Office _____ 19 ____	
Name in full _____	
Permanent address _____	Telephone _____
City _____	State _____
Date of birth _____	Place of birth _____ Nationality _____
What remuneration do you expect, and in what form? _____	

PHYSICAL RECORD	GENERAL INFORMATION
Age _____	Single, married or widower? _____
Height _____	How long married? _____
Weight _____	Children _____ Other dependents _____
Color of skin _____	Do you own real estate? Value \$ _____ Incumbrance \$ _____
Color of eyes _____	Do you own stocks or bonds? Value \$ _____ Incumbrance \$ _____
Color of hair _____	Have you any loans or debts past due \$ _____ Particulars _____
Any defect in: Speech _____	Have you any other income besides what you will receive from us? _____
Hearing _____	Number of what badges (give numbers) _____
Sight _____	Are you in good standing? _____
Foot _____	Have you taken recent physical examination? _____
Other _____	For what purpose? _____
Have you taken recent physical examination? _____	Did you pass? _____
For what purpose? _____	What crimes (if any) have you had within last five years? _____
Did you pass? _____	What insurance do you carry? Life \$ _____ Health \$ _____ Accident \$ _____
What crimes (if any) have you had within last five years? _____	Have you ever been employed by us before? _____ In what capacity? _____
What is present condition of your health? _____	Name relatives in our employ, if any _____
Are you willing to take physical examination? _____	Name personal acquaintances in our employ _____
_____	Have you ever been bonded, and for what amount? _____
_____	Has bond ever been refused? _____ If so, why? _____
_____	Can you give a surety bond (at our expense)? _____

Mr. Barnack's striking neon, raised on its artificial stone siding base, emphasizes the modernity of his entire approach to more sales and bigger profits.

By O. J. MARR
Special to American Roofer
& Siding Contractor



New sidings bring new profits to new-type contractor

PUSHING aluminum siding has not been merely a diversified source of profit to Henry Barnack, roofer of West Springfield, Mass., but also a breakwater against changing tides in the roofing business.

The metal clapboards which Barnack Roofing Co., 1142 Riverdale St., (the local name for heavily-traveled Route 5 between Springfield and Holyoke,) has been promoting are just beginning to catch on in the district, and Barnack is discovering that not only his products but his ways of reaching customers must be diversified as a result.

"You can't depend on door knocking, telephone book entries, and newspaper display ads to flush out prospects for aluminum siding," he reported. "Any roofer knows the value of cruising through town, looking for visual signs of worn roof shingles and discolored wooden shakes or clapboards. But that method doesn't work so well to find customers for aluminum. Often, when we visit a prospect in answer to a call to discuss metal siding, we find a house that shows no signs of disrepair. The home owners are thinking in long-run terms, and maybe they have seen discolored or worn inferior sidings on some neighbor's house."

Since aluminum siding has not yet entered the "necessary - commodity"

stage of customer acceptance, the approach to the customer has to be different from that for other products. Direct mail to selected old clients is one useful medium. The home show, attended by the alert and the curious homeowner, rather than the person who is fighting a deteriorating dwelling that he is trying to patch together, is a natural place to demonstrate new and interesting products.

Uses Traditional Materials

Barnack uses traditional roofing and siding materials in his home show displays as a reminder of the firm's stability and reputation, but special display prominence is given to new materials, such as aluminum and fiberglass.

He finds that many visitors to his booth had never been aware of the possibilities of aluminum before. If they had seen it on a house, they thought it was simply new white wooden clapboards. If they had heard of the new material, they had concluded that it was simply lengths of raw aluminum cut to size, ready to be painted. They had no idea of the strength of baked finishes, and varieties of color available.

"It's a funny thing that the people are especially impressed by the colors offered by various manufacturers, but

if it comes to an actual purchase they still choose white almost every time. It's the old New England tradition, I guess," Barnack remarked.

Price Is Big Barrier

The customer objection raised most often is not the heat-transferring property of the metal, but price. Prospects express fear of what the new-fangled stuff must cost even before they have any real idea of its price. The answer to this objection is another key to why so far customers have been the long-run thinkers, rather than the emergency cases.

"To do a good job of selling aluminum siding, you have to get the prospect thinking in twenty-year terms. You compare the original cost of wood clapboard, add the cost of four or five paint jobs necessary to keep the appearance of the house comparable with the ever-fresh gleam of baked-on enamel, and then put next to it the first and final cost of the metal siding, adding the cost of painting trim to show you are leaning over backward. Thus the price argument is easily overcome."

The firm was founded in 1929 by Henry Barnack's elder brother William, and taken over by Henry four years ago when William decided to

(Continued on Page 32)



Tell your prospects about the five basic selling points of insulating siding.



Show your prospect how much he can save in annual painting costs.

How to sell insulating siding

The Insulating Siding Association's new sales and application procedures are the best organization of this material yet seen by the editors of this magazine. Through the courtesy of R. G. Breeden the material from their latest publications is reprinted below. Application data follows in future issues.

SELLING Insulating Siding is an easy job. While the information we are including in this section on selling may seem voluminous, this is because we want you to have all the facts which in the long run will make your selling job easier and more thorough.

The successful siding contractor sells insulating siding. In surveying thousands of very successful siding contractors we have found their reasons for doing so are as follows:

1. There are thousands upon thousands of insulating siding jobs applied on buildings in every state in the Union. This is positive evidence of consumers' acceptance.

2. Insulating siding products are sold and handled in packages. This makes them easy to handle and stock with a minimum loss or waste.

3. The application is easy and requires only one class of labor. It is easy to recruit new craftsmen and make good applicators of them in a very short time.

4. Weather does not interfere with their application. Insulating sidings can be applied the year round, as long as the workmen can cope with the elements.

The Basic Selling Appeals for Insulating Siding Are:

1. It pays for itself in savings on painting expense.
2. It cuts winter fuel bills thru its insulation value.
3. It makes the building warmer in the winter and cooler in the summer thru its insulation value.



Take "before and after" pictures of your installations and use them as a sales aid.

4. It gives the building a completely new look.
5. It is durable and long lasting, thereby saving on future re-siding expense.

Let us explore each of these basic appeals and see how we can apply them to down-to-earth common sense in weaving our sales talk and making our sale.

1. It pays for itself on painting expense.

Actually, the saving in future painting expense will pay for an insulating siding job. You can prove every claim as to money saving and set a date when the siding will have paid for itself. Records furnished by the customer himself may supply all the information needed to construct a convincing economy story. Your money-saving story will change, depending upon the circumstances surrounding

each individual job you are trying to sell. But basically, the formula remains the same.

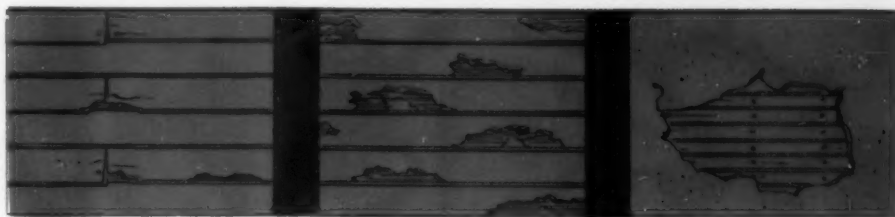
If the customer has usually painted his house every three to five years, ask him to tell you how much he paid each time. To get the cost of painting the sidewalls, figure out what portion of the total painting cost represents the trim and subtract it from the total amount. Then divide this cost by the interval of painting (3, 4 or 5 years, depending upon how frequently the prospect paints his house) to arrive at the sidewall painting cost per year. Estimate the cost of the proposed insulating siding job and divide this figure by the proper painting cost per year, and you will have the number of years that will elapse before the insulating siding will have paid for itself. An illustration of this formula is shown on page 19.

Savings Go On and On

In addition to the proved fact that an insulating siding job will pay for itself in saved painting costs you have the more convincing argument that the savings go on and on. Everyone knows that the average paint job only lasts from 3 to 5 years, whereas the insulating siding job continues to give service for many, many years more.

If your customer has been budgeting for his next re-paint job, he will probably have enough accumulated for a good size down payment on the insulating siding job; and if he chooses to pay over the maximum period of credit time, his monthly payments will be very small.

Finding prospects is easy. Wherever you see cracked or peeling paint, warped and weathered clapboards, and crumbling stucco, you have a customer.



In presenting this phase of your selling it is wise to thoroughly convince your customer of the facts involved; and it will surprise you to learn how little importance is placed on the price of the job itself.

Stress the savings in painting costs present and future!

2. It cuts winter fuel bills through its insulation value.

Many thorough tests have been made on the insulating value of insulating siding by the various manufacturers and by recognized testing laboratories such as the University of Minnesota, The Pittsburgh Testing Laboratory, etc. . . . We have all these technical studies on file to substantiate any claims we make for the siding, but we will not include them in this manual for one very good reason—Technical data does not sell a home owner insulating siding but usually results in only confusing him. This generally leads to "No Sale".

On the other hand, we have thousands of testimonials from home owners themselves indicating their actual savings in fuel after re-siding with insulating siding. Accordingly, our sales talk is best made in easily understood comparisons. For example, insulating

siding which is $\frac{5}{8}$ " thick, has the insulating value of: 18 inches of poured concrete or 8 inches of brick masonry. Anyone can understand this, and it is true and can be proved. Similar comparisons can be made with other types of siding materials in the same dramatic and convincing style.

The important point to the homeowner is the saving in fuel. The test and testimonials we have accumulated indicate that an average savings of 25% can be made on the average home by re-siding with insulating siding. A home owner usually knows to the dollar what it costs him to heat his home per year, so it is easy to get his actual figures to work with in making your sale. It is easy to show him with his own figures the big savings in fuel he can make by re-siding, and these savings are made year after year. They go a long way in paying for the siding job.

Stress the savings in fuel expense in your sales talk!

3. It makes the building warmer in the winter and cooler in the summer through its insulation value.

Everyone knows the value of insulation in keeping a house warmer in the

winter, but many people do not realize that it also keeps a house cooler in the summer. By keeping their windows closed in the summer after re-siding with insulating siding, your customers can actually enjoy inside temperatures that are several degrees cooler.

Stress all year around comfort in your selling!

4. It gives the building a completely new look.

It is amazing how many insulating siding jobs are sold for this one reason alone. Painting a house every few years does nothing but brighten the color of the paint. The house looks the same. But, by re-siding with insulating siding, the entire appearance of the building is changed. The house is again made to appear level and square and alive with color. There are many attractive combinations that can be used very effectively. For example, two different colors of insulating lap style siding can be used; one color on the lower half of the house and another color on the upper half or on the gables. Or, a stone or brick style can be used on the bottom of the house and a different color lap style on top. The combinations are endless and certainly can be made to satisfy anyone's taste in design or color or both.

Sell color and design, but most of all, sell that brand new appearance!

5. It is durable and long lasting thereby saving on future re-siding expense.

Insulating siding is a tried and proven product. It has been on the market for some 23 years and covers the walls of many thousands of buildings throughout the country. It is readily accepted by builders, dealers and owners alike. It will generally out-last the building to which it is applied, so you can sell it with assurance of long life.

Sell Durability and Long Life!

In addition to the five basic selling

(Continued on Page 37)

Cost Comparison: Painting vs. Siding

Estimated Painting Cost

Complete Job	\$470.00
Less—Trim	110.00
Sidewall Cost	360.00

Painting Cost per year

(\$360.00 divided by interval of painting)	
Customer paints every 3 years.....	120.00
Customer paints every 4 years.....	90.00
Customer paints every 5 years.....	72.00

Estimated Insulating Siding Cost

Complete Job	\$550.00
To find the number of years required for Insulating Siding to pay for itself, divide "Painting Cost Per Year" into "Estimated Insulating Siding Cost"	
Paints every 3 years \$550. divided by 120. — $4\frac{1}{2}$ years aver.	
Paints every 4 years \$550. divided by 90. — 6 years aver.	
Paints every 5 years \$550. divided by 72. — $7\frac{1}{2}$ years aver.	

The comparison chart shown above, carefully used in the presentation as outlined on page 18 of this article can go a long way toward convincing the wavering prospect. It is scientific and accurate.



Fire-gutted house saved by mineral wool insulation

From outward appearances no one would ever guess that this residence in San Marino, Calif. had been recently attacked by an inside fire which gutted several rooms and caused \$10,000 worth of damages.

The fire left untouched the outside portion of the \$40,000 building and was, therefore, a dramatic demonstration of the fire-resistant qualities of

mineral wool insulation, with which the home was insulated throughout walls and ceilings. Starting in the den and spreading to adjoining rooms, the fire was undetected for an estimated 1½ hours.

The mineral wool batts were still in place between the joists and studs when firemen arrived, but were removed by firemen, in searching for the origin of



The California ranch-type home L. above, survived a \$10,000 fire with no alteration whatsoever in its outward appearance. The fire, which started in the den and spread to adjoining rooms, see above, never got beyond the fire-resistant mineral wool insulation that lined the outside walls and ceilings.

the fire. The mineral wool provided a natural barrier which kept the flames from reaching the attic space and the outside air.

Aluminum Roofs Take Part in Nevada Atomic Test

Reynolds Metals Company will participate in a forthcoming atomic test—"Operation Cue"—at the Nevada test site, according to an announcement from the Federal Civil Defense Administration, Washington. Reynolds has supplied two aluminum covered buildings, standard structures not especially designed for the atomic blast. The purpose of the test is to determine how existing structures need be modified to withstand atomic effects.

The two structures are Butler building, rigid-frame structures covered with corrugated aluminum roofing and siding 26/1000ths of an inch thick. Various other structures also will be erected at varying distances from the blast site, to test their ability to withstand the atomic explosion.

The aluminum buildings, 24 feet wide by 48 feet in length, will contain food packaged in aluminum foil, to determine the resistance of aluminum foil packaging materials to radioactive contamination.

Covering The World . . .





Eastern wholesalers hold 3rd annual roofing show

Though crowds fell below expectations at the Third Annual Roofing Show sponsored by the Wholesale Roofing Association of Delaware, New Jersey and Pennsylvania, it nevertheless achieved its chief purpose of "educating" the Industry, declared Daniel Cades, president of the Association.

The show, which was held March 1-3 at the Broadwood Hotel, Philadelphia, had been developed to bring together all of the members of this very important segment of the con-

struction field devoted to the comfort, well being and health of the public.

Admission to the show was by invitation only. This was done according to Mr. Cades to make sure that anyone who attended had a definite interest in the proceedings and was not "just taking a tour of the exhibits."

Architects who specify the materials, builders who erect and repair the homes, material dealers who sell and the contractors who install the materials were all invited.

Quick, candid views are caught by staff photographer at Philly wholesalers show. Top right is Alexander Haff, an official of the sponsoring association. Center shot caught small corner of fascinating electric train display.

Mr. Cades and the Association strongly feel that the main purpose of the convention is to raise the level of the industry by showing off new products and the proper way to use them. If this is accomplished, they feel, the few undesirables in the industry will fall by the wayside if they try to do a job "for less" by using ineffective products and methods.

With that thought in mind, invitations were issued to view the 50 booths

(Continued on Page 36)

Popular portable booth and fixture at home shows



Picture taken at the annual Toledo, Ohio Builders and Home Show shows booth of the National Home Improvement Company of Toledo. The company constructed a side to a house showing off to good advantage the storm windows and combination doors available.

At the annual Toledo, Ohio Builders & Home Show held in the Civic Auditorium, the booth of the National Improvement Company of Toledo has

come to be looked upon as more or less of a standard fixture. The firm is represented every year by practically the same type of exhibit with a few

modifications and this consistency of repeat performance has always made it looked forward to by visitors during the week's showing.

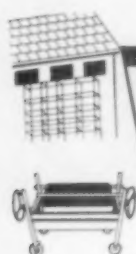
National Improvement uses a portable booth which takes up a double rental space, measuring 10 feet deep and 20 feet wide. The front part consists of a striated plywood frame which resembling the side of a house, even to the window shrubbery, shows to good advantage the storm windows and combination doors available.

Alongside of this is an open area with samples of glass insulation, siding and roofing materials. A livelier touch is added by having a lifesize model of an applicator in overalls, pointing to these wall panel samples.

The booth is so arranged that visitors can easily walk in and operate the windows and doors of the frame house. There are plenty of chairs and tables for their convenience with literature to be picked up and a salesman continually at hand to answer inquiries or take orders.

When the show is over, the portable booth is taken back to the warehouse and placed in storage. At next year's presentation it is taken out, brushed off, a new coat of paint added so that

(Continued on Page 36)



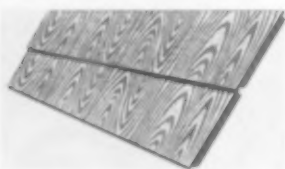
WHAT'S NEW



Equipment—Booklets—Practice—Materials

New Shake Siding

Globe Siding Products Company has announced a new shake design insulated siding—Thermowood—which is the product of a special process which enables Globe to press two colors into the sidings, one of these into the graining lines, creating what the company refers to as their exclusive "two-tone texture."



Besides beauty, Thermowood has such technical advantages as breaking neatly at cut edges, and the asphalt coating does not show through.

Notch Panels at Factory

Aiming to reduce cost and simplify installation, U. S. Aluminum Siding Corp. has announced that henceforth its panels will be notched at the factory. The company states that applicators using the factory notched panels report that they no longer have to cut the long panels.

Time formerly spent cleaning up the panels dirtied by hand notching and time wasted recutting and refitting badly cut pieces in the field has been eliminated.

Protective Paint

A new dual purpose protective paint for metal surfaces called Rust-tard has been announced by The Garland Company. It gives a two coat job to metal surfaces with just one application.



Rust-tard combines zinc chromate, well known as a proven rust inhibitor, and aluminum pigments. When Rust-tard is brushed on a metal surface, the zinc chromate drops to the bottom of the paint film to stop rust and corrosion. The aluminum metal leaves to the surface to form a finished aluminum coat.

According to the manufacturer, Rust-tard

can save up to 50% on labor—the biggest factor in today's painting costs. The manufacturer further states that Rust-tard can be applied over a rusted surface with a minimum of preparation.

Improved Aluminum Ladders

Four important improvements have been made on the "new 500 Series" Alumiladders now being marketed by R. D. Werner Company, Inc.



The most important change is a Patented "Alflo" rung joint that is hydraulically locked to the side rail so that it cannot loosen in even the most rugged service. The "Alflo" joint also provides considerably more torque resistance so that the ladder is more rigid. The rungs are larger with deeper corrugations so they are more comfortable and slip resistant.

Another important new feature is that the new ladders are two inches wider so they are safer and more restful to use. The side rails have bulbous edges, which are stronger as well as being smoother to handle. The top of each side rail now has rounded end-tips so the ladders slide up and down on all surfaces without scratching them.

Asbestos Shingle Cutter

Tex-Cutter, the first new asbestos shingle cutter in ten years, is now available from Texas Foundries. Developed after two years of testing for leverage, balance, accuracy, ease of operation and durability, this cutter is precision engineered for a square, straight cut every time, announces the company.

The new Tex-Cutter is lighter in weight,

not top heavy, and features case hardened blades and a rigid body casting of alloy iron. In addition, there is a small, separate handle which operates the front end punch and notcher. This feature is exclusive with the Tex-Cutter and permits notching and punching with the shingle or siding in a fixed position. The result is far less breakage and easier handling.

Nail Feeding Machine

The Avalanche Nail Feeding & Positioning Machine is claimed to double production in house shingling, siding and floor fastening operations.



This unit reservoirs, feeds and positions the nails automatically, so the mechanic needs only to (rubber) hammer the generous sized knob.

The automatic feeding and positioning mechanisms are actuated by the manual hammering operations; no outside power source is used. Besides doubling the nailing rate, improved workmanship and nail economy result; eye and finger injuries are eliminated. The Avalanche Machine may be operated in any position, and it handles easily. Manufactured by Vera Products.

Skylight Products Booklet

The Marco Company, manufacturers of skylight installations, have printed a catalog describing their various models and special designs. According to the catalog, Marcolite skylight is fabricated of tough fiber glass and reinforced translucent structural panels set in an extended aluminum frame. With uncluttered contemporary design and with the absence of cross bars, the maximum light transmission is achieved producing pleasant working conditions, the booklet states.

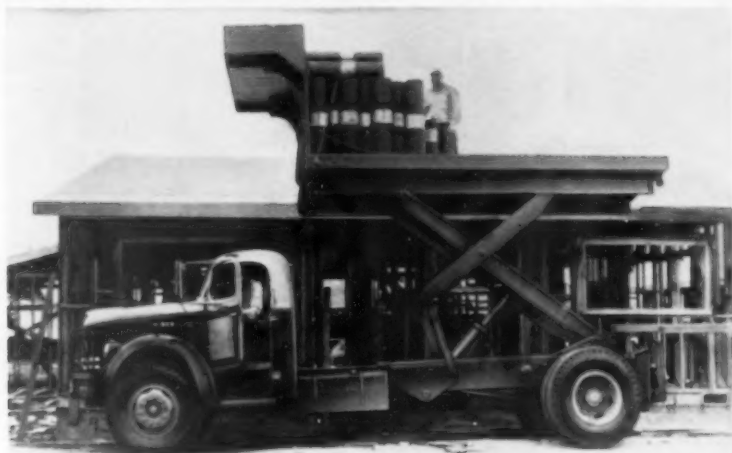
Installation Booklet

The Nixalite Company of America has printed a 32-page manual explaining the know-how about Nixalite installations. The manual points out that there are seven basic principles which must be followed when installing Nixalite so as to overcome the bird

(Continued on Page 32)

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

New Roofing Truck Carries Load of 16,000 Pounds To Work Level



Workmen and roofing material are elevated right up to working level by this specially-developed Reo truck leased by the Pioneer Roof Company of Los Angeles. Formerly, these heavy rolls of tar paper had to be unloaded from the delivery truck and hauled up manually by block and tackle and dangerous ladder climbs.

The Pioneer Roof Company, installers of general roofing for residential, commercial, and industrial buildings, have introduced a new kind of truck that permits the unloading of the entire quantity of roofing material directly at working level.

The new truck was developed for Pioneer by engineers of Reo Truck Leasing, Inc., a subsidiary of Reo Motors, Inc., of Lansing, Mich.

Using a model F50L Reo, a 14-foot steel platform with special bulkhead and cab shield was built. This plat-

form, able to carry a net load of 16,000 pounds, can be elevated 11 feet above the ground making possible the unloading of bulky roofing material directly on the roof itself.

In this way, Pioneer eliminates double handling, the traditional block and tackle, and dangerous ladder climbing on most of its jobs.

The Reo has a 200" wheelbase, air brakes, an FE-900 Timken front axle, 2200 rear axle, and 11.00 x 20 tires. The scissors hoist is a Gar Wood D-66 Hylift hydraulic hoist.

Gutter, Roof Racket Invades Texas City

The gutter and roof racket has reared its ugly head in Houston, the Better Business Bureau reported. Here's how the racket works: You get a phone call from a man who says: "We've just finished a job in your area and we have some materials left over."

Then once he has you setup he lets go with the clincher: "We can do the job for a very low price since we happen to be in the neighborhood."

Charges far exceed the quotation, with one \$30 estimate raised to \$150, the B.B.B. said.

In this case the householder could find no trace of any actual repair to justify even the original \$30 estimate.

heated red, the ponies are led to an aluminum-clad receiving barn, to cool off.

Aluminum was chosen to cover the roof of the receiving barn because of its high heat reflectivity. The hot rays of the sun are not absorbed as they would be with a dark roof, but are reflected away from the building by aluminum's bright surface. As a result temperatures inside the barn are as much as 15 degrees cooler than if other roofing materials had been used.

Cooling Effects

The race horses at Tropical Park were experiencing the cooling effects of an aluminum roof that already have been demonstrated to thousands of farm animals through the growing use of aluminum farm roofing.

Approximately 20,000 sq. ft. (200 squares) of embossed aluminum roofing were used to cover the Tropical Park receiving barn which is 50 ft. wide and 380 ft. long.

Aluminum Barn Roof Helps Cool Horses After Races

Racehorses, long impressed with the light weight of the aluminum shoes they wear, will be pleasantly surprised with another property of aluminum. It's cool — real cool.

This discovery was awarded those thoroughbreds fortunate enough to be running this year at Tropical Park in Coral Gables, Florida. After racing a fast lap around the track, blue blood



Photo and Data Courtesy Alcoa

This barn, where horses are cooled after running a race, was covered recently with corrugated aluminum roofing. Temperatures are as high as 15° cooler under an aluminum roof.



Casey Named Sales Rep. By Chase Bag Co.

John F. Casey has been appointed a special sales representative for Impervitex Roofing Membrane by Chase Bag Company, according to an announcement by J. P. Grady, Manager of the firm's Specialty Division.



John F. Casey

A native New Yorker, Mr. Casey attended St. John's University and is a veteran of World War II. He operated his own business in Belgium following the war and more recently directed Sales Promotion for a New York firm. He has been with the Chase Bag Specialty Division since December, 1953.

Barrett Acquires Westinghouse Facilities at Sunbury, Pa.

Barrett Division, Allied Chemical & Dye Corporation, has acquired the land and modern buildings in Sunbury, Pennsylvania, which until recently were occupied by Westinghouse Electric Corporation.

The location of this property is a suitable one for installation of facilities to manufacture roofing insulation board, sheathing, wall board, ceiling tile, acoustical tile and insulating tile.

Koppers Company, Inc. Names New Chairman, President

W. F. Munnikhuisen has been elected Chairman of the Board and Frey C. Foy was named President and chief executive officer of Koppers Company, Inc. at a special meeting of the Company's Board of Directors.

Election of Mr. Munnikhuisen and Mr. Foy fills the vacancies created by the death last February 13 of General Brehon Somervell, who had been both Chairman and President. General Somervell died unexpectedly in Florida where he had gone for a rest.

Mr. Munnikhuisen has been Executive Vice President of Koppers since 1950. Previously he had been Vice President and General Manager of the Company's Wood Preserving Division. He first joined the Company in 1916.

Mr. Foy, who joined Koppers in 1948, has been Vice President and General Manager of the Company's Tar Products Division since 1950, and a member of the Company's Board of Directors since last May. For the past six months he has been on special assignment to the President's office while retaining his duties in the Tar Products Division. He was also elected a member of the Executive Committee of the Board of Directors.

Members of the Board today also elected R. R. Holmes as Vice President and General Manager of the Tar Products Division, succeeding Mr. Foy. Mr. Holmes, who joined Koppers in 1923, has been a Divisional Vice President and Assistant General Manager of the Division.

Certain-teed Acquires Control of The Valspar Corporation

The Valspar Corporation, one of the country's oldest and best known paint, varnish and enamel manufacturers, is wearing a new look. A majority of Valspar's capital stock was acquired some months ago by Certain-teed Products Corporation, one of the nation's leaders in the building products field. The new Valspar management is made up of Arthur R. Cannon, chairman of the board; L. B. Hartnett, president and a director; Paul MacDonald, vice president and general sales manager; Wilbur V. Keegan, vice president in charge of research and manufacturing; A. P. Barberi, director of merchandising; R. H. Mullen, trade sales manager; P. L. Shea, secretary, and James W. Robertson, advertising and sales promotion manager.



Above:
A. R. Cannon



Above:
L. B. Hartnett

Right:
P. MacDonald



Cannon, Hartnett and Shea were elected at a meeting of the board of directors on December 15, and Robertson was appointed shortly before that. In addition, the headquarters staff is being increased by approximately 50 executive assistants and clerical aides.

Samuel Waldman, Brixite Executive, Succumbs

Samuel Waldman, General Manager, and one of the founders of Brixite Manufacturing Co., Inc., insulated siding manufacturers in South Kearny, N. J., died after a protracted illness on February 8, 1955. He was 52 years old.



Samuel Waldman

Well known and well-liked throughout the industry, Mr. Waldman had been associated with Brixite since 1936, and was considered a pioneer in the field. A resident of East Orange, N. J., Mr. Waldman was active in civic and philanthropic affairs of the community.

Mr. Waldman leaves a wife, Claire Lorber Waldman, a son, Neil, his mother and three brothers, William Waldman, President of Brixite, Leo Waldman, also associated with the Company, and Milton Waldman. Funeral and interment were at Pittsburgh, Pa.

O. C. Hognander Elected To Board of G. H. Tennant Co.

Orville C. Hognander, vice president of the G. H. Tennant Company, Minneapolis, has been elected to the firm's board of directors, company president Lloyd Hale has announced.

Hognander, known to many business executives as "Hoggy," has been with the Tennant Company for 19 years. In addition to directing all marketing activities for his firm, which manufactures specialized maintenance equipment, Hognander has been active in encouraging improved sales techniques nationally. He is also vice chairman of the board of National Sales Executives.

Construction Awards Set February World's Record

The Dodge Reports totals of contract awards for future construction in the 37 states east of the Rockies continued in February to set new high records.

The total for the month was the highest
(Continued on Page 28)



Here's What Roofers Say About **RUBEROID SPECIAL ROOFING BITUMEN**

These letters prove one point: Ruberoid Special Roofing Bitumen is an *alternate* for coal tar pitch on flat roofs—not a substitute. With tar and pitch again in short supply, it is important that Special Bitumen be recognized for what it is — an excellent roofing material proven on thousands of jobs over half a century!

Ruberoid will issue its customary 10, 15, or 20-year Surety Bond guarantees on satisfactory application of Ruberoid Specifications when applied by Ruberoid approved roofing contractors on roof deck inclines from 0" to 1" per foot on non-nailable roof decks, and from 0" to 2" per foot on nailable decks, using Ruberoid Special Roofing Bitumen in conjunction with Air-Vent Asphalt Felt as alternates for coal-tar pitch and tarred felt.

In the old days, famous names in bitumen (Key-stone, Imperial, Trinidad Lake, Warren, etc.) were specified by architects even though the cost was 25% to 50% above roofing pitch. Ruberoid Special Bitumen is produced by the same time and job-tested formula with one important difference—it *no longer carries a premium price tag*. In some areas it is actually less expensive than pitch because of transportation costs.

At Ruberoid, we will continue to supply as much pitch as we can produce or obtain. However, deliveries are slow and there just won't be enough for every job in some areas. When bidding on flat roof specifications, don't jeopardize building schedules because of pitch shortages. Recommend Ruberoid Special Roofing Bitumen as an alternate. It will do the job just as well — at no additional cost.

The **RUBEROID Co.**

ASPHALT AND ASBESTOS BUILDING MATERIALS

Annual Planning Guide Raises Office Efficiency

Introduction of a new product to help harassed executives make more effective use of their time was announced by Edward F. Baumer, president of Planno, Inc.

The new item is an annual time-planning guide. It is set up in three parts: (1) A year-at-a-glance planning calendar, (2) an adjacent section for outlining in advance objectives to be achieved each month and each quarter, and (3) space to work out a re-allocation of time in order that these objectives may be accomplished.

Resembles a Booklet

Known as "Planno", the item is a highly simplified device for handling a very difficult subject, according to Baumer. In appearance it resembles a booklet or brochure $8\frac{3}{4}" \times 12\frac{3}{4}"$ and about $\frac{1}{4}"$ thick.

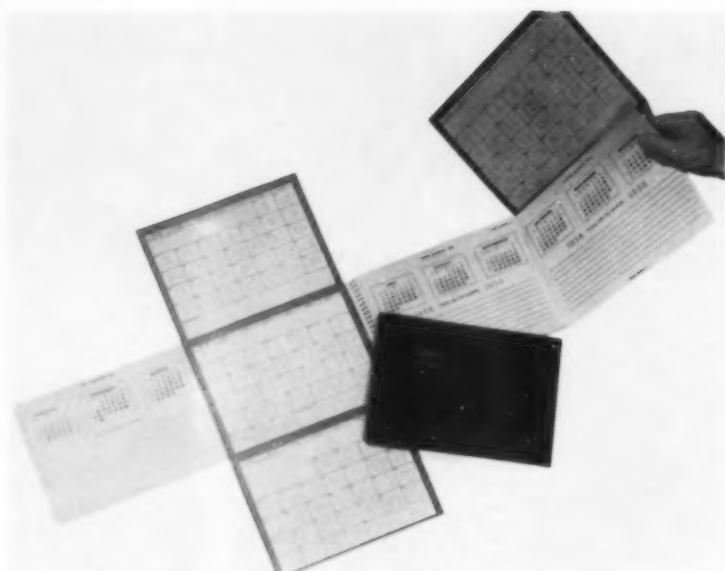
Made with spiral bound multiple wings, it opens up in successive folds to reveal to the busy executive his plans, objectives, and time budget

either for quarterly periods or for the entire year. When all the wings are opened out to reveal the full year set-up it is $47" \times 25"$ in size.

For purposes of studying plans for

a single quarter it is only necessary to open it to $12\frac{3}{4}" \times 25"$. When working with a single month, it maintains its folded size $8\frac{3}{4}" \times 12\frac{3}{4}"$.

* * *



View of the planning guide as it is opened up on a table. It enables the viewer to see as much as an entire year's basic plans, laid out on a single table.

Caulk with

COLOR
CALBAR

Caulk with



26 COLORS
of Caulking
Compound to
match every
building
material

Calbar, the first company with real quality caulking compound now brings you a super-elastic quality caulk to match or harmonize with brick, stucco, asbestos, cement siding, shingles, metal or wood. Choose from 26 permanent colors . . . all non-hardening, non-staining and complying with Federal and ACSP specifications.



Your jobber can supply you

CALBAR PAINT & VARNISH CO.

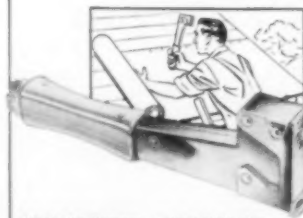
Manufacturers of Technical Products
2612-26 N. Martha Street, Phila. 25, Pa.



ARROW

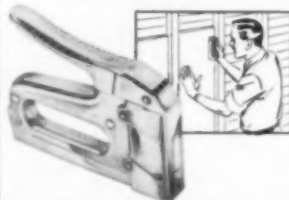
**AUTOMATIC
NAILING
MACHINES**

SAVE TIME, LABOR, MONEY



HAMMER TACKER

No. HT-50 uses staples up to $\frac{1}{2}"$ leg, .050 wire.



GUN TACKERS

No. T-32

uses staples up to $\frac{5}{16}"$ leg, .032 wire.

No. T-50 (illus.)

uses staples up to $\frac{9}{16}"$ leg, .050 wire.

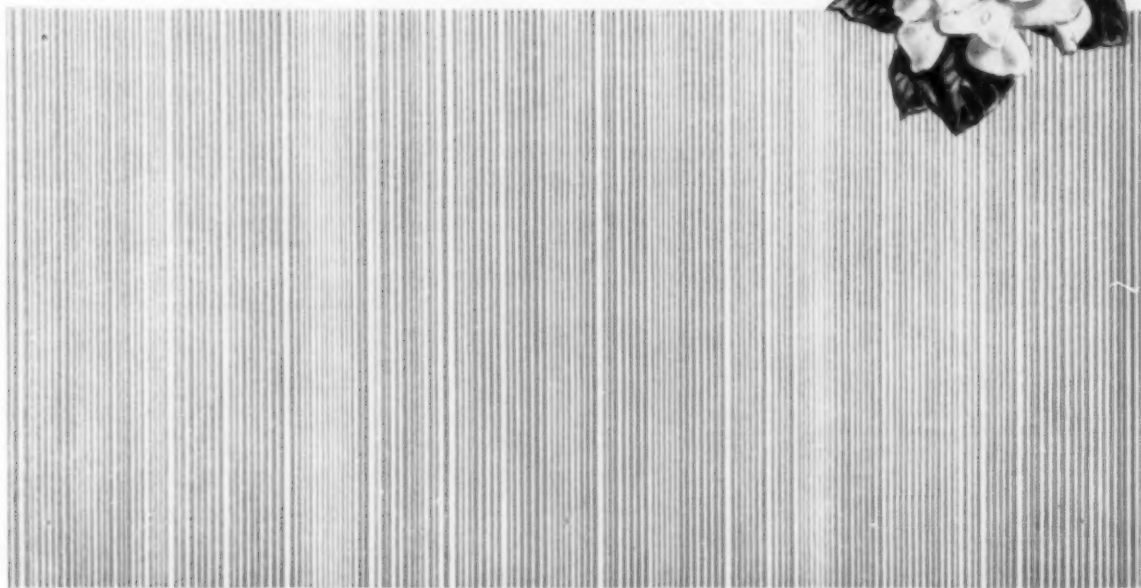
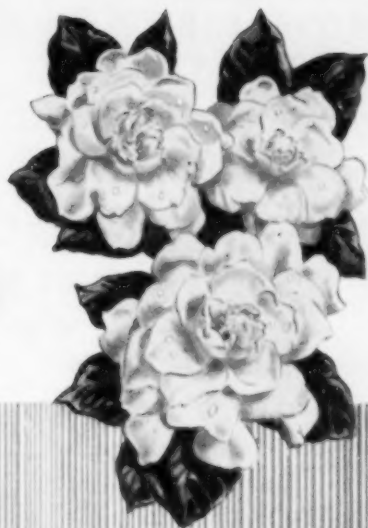
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DEALERS AND INDUSTRIAL TOOL SUPPLIERS.

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appeal in Gold Bond
Chroma-Tex's "flower fresh" colors***



You start out with a big advantage when you show Gold Bond Chroma-Tex samples to a prospect.

The colors are the most beautiful in the whole industry. Hundreds of experienced applicators tell us that. Besides the new "Seafoam Green" shown here, you can offer a choice of new "Holiday Blue"... Dusty Coral... Twilight Gray... Mellow Ivory... Poplar Green and Pheasant Brown.

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The beautiful Gold Bond colors are protected against weather, dirt and grime by the exclusive Gold Bond SURFSEAL Finish. No need to paint for preservation!

National Gypsum Co. is ready to help you "open more doors—close more sales" with nationally advertised and effective sales aids.

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**Build better with
Gold Bond**



Chroma-Tex
Siding
Shingles



Wood Grain
Siding
Shingles



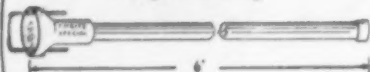
Dutch Lap
Roofing
Shingles

... CHROMA-TEX SHINGLES

GOOD JOBS Need GOOD TOOLS

ALUMINUM MOP HANDLES

Improved for
Cooler handling
Longer lasting



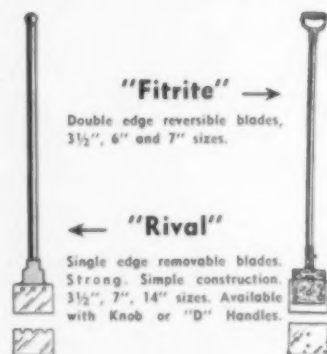
Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn. 6', 7', 8' lengths.

PLUGGED to keep 'hot' from running up inside.

THRU-BOLTED to keep mop head securely on.

A HOLE IN THE CAP allowing heat that might arise to escape.

ROOF SCRAPERS



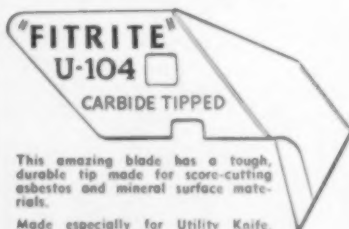
"Fitrite" →

Double edge reversible blades, 3½", 6" and 7" sizes.

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Single edge removable blades. Strong. Simple construction. 3½", 7", 14" sizes. Available with Knob or "D" Handles.

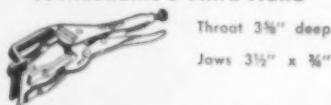
FOR FASTER, CLEANER SCORE-CUTTING



This amazing blade has a tough, durable tip made for score-cutting asbestos and mineral surface materials.

Made especially for Utility Knife. Can be used with other holders.

"FITRITE" 3-WAY CLAMP A Mechanic's Third Hand



A necessary tool for every sheet metal man. Use it for on-the-job bending, forming, seaming, straightening. Price \$3.55

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NEW YORK
TELEPHONE CHICAGO 3-2400-2401

News of the Month

(Continued on Page 24)

for any February on record, and the January-February total likewise was the highest ever for the two months. The February figure was \$1,581,143,000, up 29 percent over February 1954 and 5 percent ahead of last January. The two-month total of \$3,085,593,000 was up 30 percent over 1954.

"So far the picture looks strikingly similar to last year when the same two records were broken as a harbinger of what proved to be the biggest year of construction ever known," commented Thomas S. Holden, Dodge vice-chairman.

"February was the tenth successive month of new monthly highs in the Dodge figures which go back 64 years. It would have been the fourteenth month had not last April fallen into second place among Aprils by virtue of enormous atomic energy contracts in a prior year."

Jones Sales Mgr. for Pittsburgh Corning Corp.

The appointment of Howard G. Jones as Manager of Building Insulation Sales for the Pittsburgh Corning Corporation, has been announced by Paul D. Japp, General Sales Manager.



Howard G. Jones

Mr. Jones, formerly Manager of Pittsburgh Corning's Kansas City Office, will be located in the company's General Office in Pittsburgh.

Pittsburgh Corning Announces Huge Expansion Program

The Pittsburgh Corning Corporation has announced a 1½ million dollar expansion program scheduled for completion by mid-1955.

As the first step in the program, production of Foamglas, the cellular glass insulation, will be increased by 25%. Plans include installation of a new production line at the company's Sedalia, Missouri plant and the construction of a 50,000 sq. ft. warehouse.

This latest move is part of a continuing expansion program underway since Foamglas production began in 1944 at the company's Port Allegany, Pa. plant. In 1946, new furnace lines were added, increasing production by 50%. In 1950 the Sedalia plant was

opened, doubling production. During 1951 and 1952, new technical advances enabled a further increase in production.

Four Are Elevated At Koppers Co., Inc.

C. H. Teller has been appointed Production Manager for the Tar Products Division of Koppers Company, Inc., it was announced here by F. L. Byrom, Manager of Operations for the Koppers Division.

A graduate of Pennsylvania State University, Mr. Teller has been with Koppers since 1943. Prior to his new appointment, he was Manager of the Division's Engineering Department.

Succeeding Mr. Teller is C. T. Barker, former Assistant Manager, Technical Department. Mr. Barker received his degree in chemical engineering from Massachusetts Institute of Technology and has been with Koppers since 1927.

C. E. Brown has been appointed Production Manager of the Follansbee, W. Va., plant, the largest plant of the Tar Products Division. Mr. Brown, whose position is a newly created one, has been with Koppers since 1949 and was Manager of the Division's Production Department in Pittsburgh, Pa. He holds a B.S. and a Master's degree from the University of Louisville.

M. D. Chamberlain, a graduate of Northwestern University, has been appointed Assistant Manager, Technical Department of the Division.

J. M. Ups Bergman To Chicago Sales Manager

The appointment of Arthur W. Bergman as Chicago District Sales Manager of the Johns-Manville Building Products Division, is announced by R. S. Hammond, Vice President of Johns-Manville Sales Corporation and Sales Manager of the Building Products Division.

Mr. Bergman, formerly assistant Chicago District Sales Manager, succeeds Earl F. Boyle who was recently made General Manager of the Johns-Manville Van Cleef Division.

At the same time, Mr. Hammond announced the promotions of Fletcher H. Bingham to Assistant Chicago District Sales Manager; and Frank C. Bell to Assistant St. Louis District Sales Manager. Mr. Bell succeeds Mr. Bingham in St. Louis.

Hoven, Barnes Advanced By Certain-teed Products

Two sales personnel changes have been announced by Certain-teed Products Corporation.

Morris C. Hoven has been appointed sales manager of the company's eastern division. He had been Philadelphia district sales manager since 1945.

John E. Barnes has been named Philadelphia district sales manager to succeed Mr. Hoven. He had been assistant district sales manager for the past two years.

SAFETY ALUMINUM LADDERS



ALUMINUM EXTENSION LADDER EASIER TO HANDLE, STRONGER

This Safety Aluminum Extension Ladder offers aluminum's natural advantages of light weight, strength and durability. Weighs only 1 1/4 lbs. per foot and is easily carried even in the longer lengths. Positive, self-locking safety locks (see illustration) are easily adjusted at any height. Rungs are 7/8" x 1 1/4" oval and are double-bolted to rails. They have a heavily serrated top edge to prevent slipping. Side rails are 2 7/8" deep on 16' and 32' sizes,



3 3/8" deep on 36' and 40' sizes. Feet have super grip rubber treads and self-sharpening spikes. Available in 16', 20', 24', 28', 32', 36' and 40' lengths. Single ladders, with same features as extension type, are available in 8', 10', 12', 14', 16', 18' and 20' lengths. Write The Patent Scaffolding Co., Inc., 38-21 12th St., Long Island City 1, N. Y., Dept. AR.

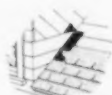
ALUMINUM STEP LADDER HAS SPECIAL SAFETY FEATURES



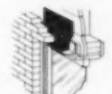
Designed and built with extra safety in mind. Steps are deeply grooved to prevent slipping. Safety-type spreads never pinch fingers. Heavy-duty rubber boots on all four legs eliminate slipping and marring of floor. Bottom step has double bracing (see inset). Pail rest is self-closing for added convenience. Extremely easy to handle, weighing only 2 3/4 lbs. per foot. 27-inch, 7 lb. Aluminum Step Stool also available. Write The Patent Scaffolding Co., Inc., 38-21 12th St., Long Island City 1, N. Y., Dept. AR.

From Foundation to Roof **COPPER ARMORED SISALKRAFT**

**Means LOW COST, Pure
Copper Protection
... Permanently!**



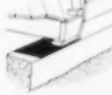
Step flashing



Flashing window and
door heads



Drip cap flashing



Foundation damp-coursing,
termite shield



Sill flashing



Dampproofing basements



Flashing door and
window openings

Copper Armored Sisalkraft does heavy gauge copper's traditional quality job of protecting against moisture at tremendous savings.

This product is recommended for all concealed flashing and waterproofing. It's impervious to moisture and air, won't kink, break or tear. Easily applied. Meets FHA flashing requirements.

Copper Armored Sisalkraft is pure Anaconda copper bonded to heavy crepe kraft with special asphalt, reinforced with tough fibers. Available in the following weights of pure copper per sq. ft.: 1 oz. — 2 oz. — 3 oz. Widths: 4", 6", 10", 12", 15", 20", 30", 60". All in rolls of 120 lineal feet. Ideal for decorative purposes, too!

SISALATION

"Storm-Sashes" the walls of 5-room house for about \$30. (Aluminum Coated 2 sides)

SISALKRAFT

A rugged waterproof paper for protection and for curing concrete.



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ALUMINUM FACING

ALUMILITED SHEETS & PANELS

... offers unlimited application for the most modern effect in designs. Available in flat, rib, fluted and embossed patterns. Large panels can be formed on a brake and cut with ease.

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Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

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Indianapolis Chapter of NRCA Holds 2nd Annual Convention, Ennis Honored

John Ennis (rear-center) newly-elected president of NRCA, is shown flanked by other members at the Indianapolis Chapter's second annual convention. Joseph O. Reeve (second-right front) is the president of the Indiana NRCA.



The Indianapolis Chapter of NRCA held its second annual convention on Feb. 2, at the Severin Hotel, Indianapolis. About 75 contractors attended the open forum.

Representatives of Phillip Carey, Koppers, and Certain-Teed attended the convention and conducted a question and answer session. Inviting

three representatives of various companies to the forum is an annual practice of the Chapter.

Joseph O. Reeve, a member of the Chapter, has been elected president of Indiana NRCA.

John Ennis of Terre Haute has been chosen president of the National NRCA.

Asbestos-Cement Roofing Shingle Now Perfected for Lower-Priced Homes



Left: Model holds up sample of new siding.

A new roofing shingle just introduced by The Ruberoid Co. may easily put what was once a rich man's luxury on top of houses in every price range. It is called American Thatch and is made of asbestos-cement, long one of the architect's favorite materials for protecting high-cost homes.

The new product offers all the attractions of older-type asbestos-cement roof coverings. But advanced manufacturing techniques and the improved design of American Thatch overcomes the high application costs

which up until now have gone hand in hand with fire-proof roofings.

The new shingle measures 12 by 24 inches. Edges are thatched and it is applied with a 2½ inch headlap and four inch sidelap to emphasize the thatch effect. To increase security, the roofing is put on with specially designed storm anchors as well as with nails. The product averages 258 pounds and requires 80 pieces per square.

Alert to homeowners' desire for
(Continued on Page 31)

Perlite Concrete, Unprotected Metal Roof Deck Wins One-Hour Fire Rating

An unprotected 24-gauge corrugated steel roof deck topped with an insulating slab of perlite concrete has now qualified for an official Underwriters' Laboratories one-hour fire rating, according to an announcement by the Perlite Institute. The deck was tested with the bare underside of the steel decking exposed directly to flames for 60 minutes at temperatures reaching 1700°F., yet the top of the 2 7/8-inch-thick insulating slab reached only 187°F.

The sponsors of the test, Perlite

Institute and Granco Steel Products Company, claim that the 24-gauge galvanized steel deck is the lightest, best insulated and most economical steel and lightweight concrete roof approved for a full one-hour rating. The deck is particularly adapted to industrial and light commercial construction since it can be installed to span 7 feet and the underside of the galvanized steel can be left exposed, they pointed out.

The roof deck was constructed of 24-gauge corrugated steel manufac-

tured by Granco Steel Products Company and insulated with a 1:6 mix of perlite concrete. The overall thickness of the perlite deck was 3 1/2 inches from the bottom of the corrugations to the top of the slab, but the average thickness of the fill was only 2 7/8 inches.

No Additional Deflections

A 4 x 8 - 1214 wire mesh was placed in the perlite concrete to act as temperature and shrinkage reinforcing and to help carry the 40 lb. live load, since the load-carrying capacity of the metal deck decreases at temperatures over 1000°F. After completion of the fire and hose stream tests, the construction was double loaded with 80 lbs. per sq. ft. and practically no additional deflections were noted.

Average Temperature 340° F.

No fire resistive ceiling was required, although supporting beams were boxed with metal lath and 3/8 inches of perlite-gypsum plaster. At the end of one hour of fire exposure, the average beam temperature was 340°F. The calculated insulating "U" factor of the assembly, including built-up roofing, is 0.17.

Shingle For Low-Priced Homes

(Continued from Page 30)

colorful exterior decoration, American Thatch is being produced in blends of white, black, green, brown and red. It is surfaced with Ruberoid Duroc for added surface protection. Each shingle is striated at random, giving a distinctive architectural effect.

Like all asbestos-cement products, the shingles are not only fireproof, they are impervious to vermin, will not rot and will outlast most houses.

Asbestos-cement roofings have been widely used for many years. But their high initial cost and the skill required to lay them has restricted their use to higher cost homes in recent years. By offering a less expensive product that any competent applicator can install without special training, Ruberoid aims to bring the advantages of asbestos-cement within the reach of every homeowner.

This is "ONE ON THE HOUSE"

The 1955 (10th) Edition of

ROOFING, SIDING & BUILDING SPECIALTIES MANUAL

It is available only to regular subscribers to AMERICAN ROOFER & SIDING CONTRACTOR, at no extra charge.

More than 160 pages of down-to-earth, prac-

tical, informative material to help you every day of the year.

The only reference volume in the field, the MANUAL contains a complete directory of trade names and a detailed buyers' guide to products, equipment, and supplies.

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and on every kind of surface • Protects
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Company

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City..... State.....

What's New

(Continued from Page 22)

nuisance on buildings, signs and similar structures. Nixalite must be installed where birds alight; along the outside ledge of all ledges; all inside corners; all places where birds can drop sticks or nesting materials; on very wide ledges; or on ledges or recesses less than 3" in width. While installing use skill and judgment.

The book is profusely illustrated showing sketches and drawings of various types of Nixalite installations. It is the most extensive volume of its kind yet issued by the Nixalite Company of America.

Roofing Color Selector

"What Color is best for Your Roof?" is the title of a roofing color selector designed for The Celotex Corporation by Raymond Loewy Associates, the famous industrial design and color consulting firm.

Celotex distributors and contractors find that it helps the customer choose the particular color or blend of Asphalt Shingles that harmonizes best with the other exterior colors of his house.

New Brick Siding

It was twenty years ago, in 1935, when Jones & Brown, Inc. introduced the first brick pattern of insulating siding. Since then, there have been many changes and improvements in the design and the quality of the product, but throughout the years, the popularity of the Insulbric panel has never lessened, until now there are more than one-half a million homes throughout the country which have been resided with Insulbric siding.

Early in 1955, a New Insulbric design was born. In keeping with the trends of modern building techniques, the manufacturer has

(Continued on Page 36)

New Siding Keeps

(Continued from Page 17)

devote more time to other ventures, including real estate (his holdings include the 1940 buildings in which the roofing warehouse and an adjoining lumber yard are located). Roofing has changed so in recent years, especially in residential re-roofing which has been the Barnack specialty, that diversification has become essential for survival.

"It is now possible for any applicator or former roofing salesman to set up as a roofer, especially for small jobs. All they need is a truck and a ladder. Since they have become known to the wholesalers in the past, after paying for one or two orders they can get materials on credit, so can collect for a job before paying out. It's getting rougher for a man with an office,



Books

Building Insulation. by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Shop Practice. by Leroy Fowler Bruce. 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

Asphalt and Allied Substances. by Herbert Abraham, 1,515 Pages, 2 Vols., \$26.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-McKinney. \$6.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

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BOOK DEPARTMENT

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425 Fourth Ave., New York 16, N. Y.

paper work and overhead," he said.

Turnover is heavier among applicators than it was in former times and generally Barnack has to reconstitute half his whole staff every spring. If he does not have his eight men lined up by March, when re-roofing gets into swing, he will have difficulty fulfilling his commitments.

Another reason why he is sold on aluminum siding is its insulation qualities. During the war his brother did a rushing business in blown insulation, the result of government warnings to save fuel for heating. But many houses with blown insulation have developed condensation problems, and a much better treatment is with one inch blankets of fiber glass or other materials. Barnack has found that a single layer of aluminum foil underneath the metal application serves admirably to increase the resistance to loss of inside heat, especially when used in conjunction with the original layer of wood siding.

A curious quality of his contacts at the March home show was that almost none of them was aware that roofers, including Barnack, have been doing a heavy chore of door-knocking. "Maybe their children are grown or they don't have children, but most of the people who inquired about aluminum had never met a convasser, because both husband and wife work. That is another proof of the need for diversified promotion."

Small Ad Big Help

One of Barnack's most effective advertising devices is a small four-line classified ad in the Springfield Shopping News, a unique local institution which comes out twice a week. A full sized newspaper, it is devoted to store ads, classified ads for merchants and services, and shopping chatter and news stories. It is distributed free in the residential districts, about 90,000 an issue, and is heavily consulted by shoppers.

"It's hard to believe, but many people call up as a result of seeing a hidden classified ad who claim they simply did not notice a much larger display ad, either in Shopping News or the local newspaper. The reason is, when they need a special service, they look either in the yellow pages or in the classified. Display ads are to keep your name before the public, and direct mail is to remind your old friends that you still exist and have a

THE Individual **PERMANENT** COLORTONE CORNERS

FOR
**ASBESTOS
AND
INSULATED
SIDING**

- ✓ Any Color . . . Any Size
- ✓ MADE FROM LIFE-TIME ALUMINUM
- ✓ Colored on BOTH Sides—Prevents Corrosion
- ✓ MORE resistant to Light & High Humidity
- ✓ Won't crack . . . burn . . . chip or peel
- ✓ Specially Formed Edge Prevents Wind "Clatter"

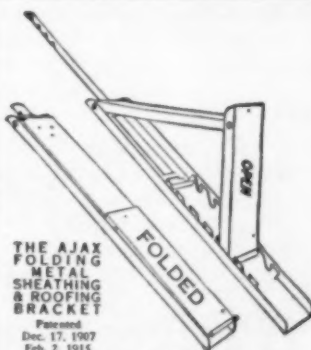


JOLIET ALUMINUM SPECIALTIES CORP.

Suppliers to Manufacturers and Jobbers • 20 Years Experience

P. O. BOX 1152

INDUSTRY AVENUE, JOLIET, ILLINOIS



THE AJAX
FOLDING
METAL
SHEATHING
& ROOFING
BRACKET

Patented
Dec. 17, 1907
Feb. 2, 1915
Apr. 23, 1925
Aug. 9, 1942

AJAX No. 1

AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable



AJAX Building Bracket Co.

1551 Bydal Mount Rd.
Cleveland Heights 8, Ohio

HYDE ROOFING KNIVES



**NO. 10—2 POINT
ROOFING KNIFE**

Two cutting points on 2 in 1 heavy duty knife blade; easy to remove.

Extra blades. No. 102 Blade for No. 10 tough razor sharp steel.



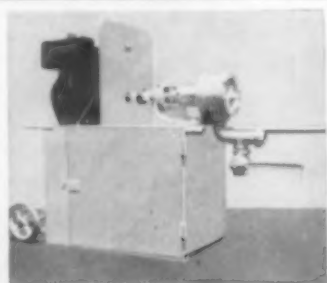
NO. 3 ROOFING KNIFE

Super Hydrex chrome vanadium steel—short point.



NO. 1 ROOFING KNIFE

Low cost—short point round stained handle.



NEW Roofmaster PUMPMASTER

A pump unit engineered exclusively for the roofer to meet the requirements needed for money saving asphalt loading.

Pumps 35 gallons per minute. Fills a service bucket in 8 seconds even on a 100 ft. high roof.

Many other new, practical features. Increase your asphalt volume on the roof with the LATEST in MODERN EQUIPMENT!

Write, wire or phone for more information

ROOFMASTER PRODUCTS CO.

3538 Fowler St., Los Angeles 63, Cal.
Telephone: ANgelus 15326

whole lot more to offer, such as new products. I send out manufacturers' leaflets to tell people about aluminum siding."

One of the best reminders that Barnack uses is his front sign. Since his warehouse and office are off the road, in the rear of the building occupied in part by a lumber yard, he depends completely on this display to signalize his presence. It is a concrete pedestal, faced with artificial stone siding, mounted with a facing of bright red fiberglass corrugated panels, with a neon flasher calling attention to the neon name. It is set forward right off the southbound lane on Route 5, and cannot be missed.

Barnack displays fiberglass panels not to sell awning or partition jobs made of it, but to alert people to its possibilities. He suggests that it can be used to advantage in do-it-yourself projects, and displays it at home shows with an offer to obtain the material as desired. Most prospects, first learning of the material, complain of the price, as if everything they think of as "plastic" must be cheap.

Cut Turnover

(Continued from Page 16)

his sales ability. (A roofing mechanic for example, who believes he could do well as a canvassing salesman, and who is given a poor recommendation by his former employer, might still be well-equipped to sell roofing and siding, if he has the "gift of the gab" his knowledge of application is a great help. Such cases are not infrequent).

4. To avoid those men who are addicted to one pattern of approach and who will refuse to conform to the company's training program.

5. To obtain the best men possible. The application which is considered to be the most effective consists of one side which the prospective salesman fills out, with a reverse side on which the interviewer makes his comments.

The first side contains the following questions and the reason, where applicable, why dealers consider them important:

1. Name, address and phone number. Age.
2. Employment record covering the past 5 years and reasons for leaving.
3. Education.



CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

CLASON SNOW GUARDS

Standard for Fifty Years

THE M. N. CARTIER & Sons Company

275 Canal Street, Cartier Building
Providence, R. I.

Write us for Roofers Wholesale Prices

USE KOKOMO KORERS

For Asbestos Siding

They save time and money, add to appearance and durability. Made from zinc, will not rust. Holes provided for nailing. Some available in colors. Window and door frame strips also available.



Write For Descriptive Literature

BUGHER MANUFACTURING CO.

211 South Main Street, Kokomo, Ind.

"ONE MOP
does 250 SQUARES"

... Says Austin Roofer

Eureka fiberglass mops outwear ordinary yarn mops as much as ten to one—cut labor costs at the same time. Built with char proof sleeves, triple wiring, double nailed make-up, they're made to last; to cut cost and build profits.

Write today to
Eureka Mop Co.
1808 Chouteau Ave. • St. Louis 2, Mo.

FREE LITERATURE

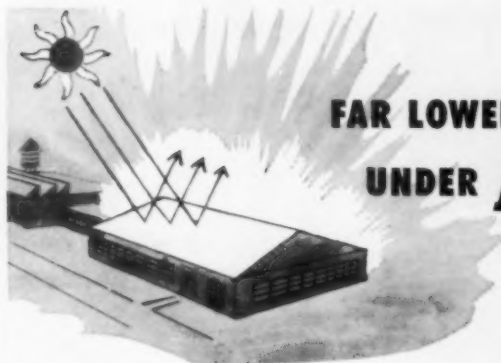
is yours for
the asking
See Page 4!

4. Dependents.
5. "Have you ever been black-listed by any finance institution?" (Most contractors realize that salesmen without scruples can cause much grief, and want no part of so-called "dynamiters" or high pressure artists).
6. "Do you have any outside income?" (Salesmen who are dependent upon their job as their sole means of income will give it their full attention).
7. "Would your family object to your working as late as 10 p.m.?" (A salesman cannot do justice to his job if his family objects to his working late hours).
8. "Why do you like selling?" (One contractor stated that when he asked this question, he looked for the answer, "because I want to make good money," or, "I like to talk to people").
9. "What year and model car do you drive?" (A beat-up jalopy does little in the way of adding prestige to the firm's name. This also indicates to some extent the applicant's ability to make money in the past).
10. "Are you willing to devote your full time to this job?" (Salesmen who decide to go fishing for three weeks after having one good week, are of little value in building a consistent sales volume).
11. "Are you willing to abide by our instructions and suggested methods of selling?"

The other side of the application contains the following questions which are filled out by the dealer:

1. Appearance.
2. Tone and speed of voice.
3. Command of the English language.
4. Aggressiveness and initiative.
5. Intelligibility.
6. Sense of humor.
7. Persuasive ability and self-confidence.
8. Emotional stability.
9. Weaknesses noted.
10. Special strengths or attributes noted.
11. Alertness.
12. Conclusion.

Thus, by putting down on paper complete information, the application can then be studied closely with the "pieces" of information falling into place like a jig-saw puzzle to form a complete picture. The contractor is in a better position to judge whether or not the man should be hired. This in turn will prevent a large turnover, as well as many future difficulties.



FAR LOWER TEMPERATURE UNDER **Karnak** ALUMINUM COATING

An exclusive combination of flat aluminum flakes and specially prepared asphalt provides unique cooling and protective qualities. The asphalt penetrates, grips and weatherproofs. The aluminum flakes flow to the surface and flatten into an opaque, metallic shield that reflects heat, ultra-violet, even infra-red rays thus preserving the underlayers of roofing.

A heat lamp applied equally to an asphalt shingle or composition roofing, one half of which is coated with Karnak Alumi-

num-Asphalt Coating, shows a temperature under the coated side 50° lower than under the uncoated side. This lower temperature not only assures a cooler area under this surface but also protects the roofing. The test shows that high heat breaks down the roofing structure on the uncoated half thus shortening its life.

The liquid applies easily, as supplied in the container, by spray or brush. **Manufactured by Lewis Asphalt Engineering Corp., 30 Church St., New York 7, N. Y.**



Look for the Warranty Seal

It guarantees 2 lbs. of aluminum pigment per gallon, assuring adequate aluminum to provide a good shield and hold it. Inferior coatings do not have this warranty.

50° LOWER BY TEST

Heat lamp application dramatically shows 50° lower temperature under the half of the shingle coated with Karnak Aluminum-Asphalt Coating.



© L A E Corp.

	USE OTHER KARNAK PRODUCTS, TOO			
	Membrane Waterproofing Fabric • Asphalt Roof Coatings and Cements	Calking Compounds Asphalt Emulsions Tile Cement	Asphalt Point Wood Block Mastic Joint Filler	

→ **CONDENSATION** ←

GETS THE AIR

WHEN YOU INSTALL

MIDGET LOUVERS

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

The MIDGET LOUVER Co.

6-8 WALL STREET • NORWALK, CONN.

ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable Prices

Immediate Shipment

WRITE TO

JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally Known JOHNSON Brooms & Mops

**CUTS ASPHALT
LIKE BUTTER!**

**END
HOT
WEATHER
SLOW-DOWN
WITH THE**



**"LITTLE GIANT" Asphalt and
BITUMIN CUTTER**
with STEEL DRUM CUTTER



ROOFERS...

Eliminate the use of the slow, tiresome job of cutting asphalt with an ax.

Let the Gundlach "Little Giant" asphalt cutter solve your hot weather asphalt cutting problems. With this light weight, ingenious machine one man can cut a drum of asphalt in minutes.

Keep up your production and save labor costs. Send your check or money order today and get immediate delivery on this great labor saving tool. "Little Giant" cutter, complete with steel drum cutter. **\$4975**

F.O.B. Belleville

Satisfaction guaranteed or money refunded.

T. J. GUNDLACH MACHINE CO.
DIVISION OF J. M. J. INDUSTRIES

222 CENTREVILLE AVE. • BELLEVILLE, ILLINOIS

Eastern Wholesalers Show

(Continued from Page 21)



Caught in candid view, exhibitor of gutters and downspouts at Philly show gazes at passing throng.

set up by 34 companies. Although introducing new products, promoting better methods and encouraging the highest conduct of business rated high on the Association's program, a more

important aim was to emphasize the importance of the inter-relationship and inter-dependence of everyone in the business.

What's New

(Continued from Page 32)

produced an insulating panel in a brick design which has a longer, narrower pattern with deep-sculptured texture. The contrasting white mortar Shadowline accents the two popular field colors, Buff Cast and Green Cast and there are buttress corners to match perfectly.

ucts Division, The Philip Carey Mfg. Company, recently announced.

Ceramo colors are baked on in a ceramic compound under high heat. Washing with ordinary household detergent and water, instantly renews its beauty, should dirt, soot, grime or stains soil its surface.

Roofing Insulation Booklet

The Pittsburgh Corning Corporation has issued a booklet of case histories on their product Foamglas—an all-glass thermal insulating material.

The illustrated booklet explains in detail why firms picked Foamglas when an insulation job was needed. One of the numerous pictures shows that when the Nation's Capital was renovated Foamglas was used.

B.U. Roofing

(Continued from Page 14)

manufacturer and supplier. A review of this type of equipment available will be given in a later discussion.

Portable Booth

(Continued from Page 21)

it is practically as good as new, resulting in economies in preparing this form of advertising.

National Improvement Co. deals largely in residential roofing with a little siding and some insulation, along with window and door sales. For the past few months there has been a greater concentration on general remodeling jobs.

The firm occupies a large warehouse-office building in the central part of the city. Employed are 12 workmen who use four trucks and five salesmen. Owners are William D. Solon and H. R. Graff.

Aluminum Roofing Shingles

A new type of roofing protection has been developed by Loomroof Corporation of America, manufacturers of aluminum roofing shingles. Made of lightweight, strong, and durable aluminum and coming in 12 colors, Loomroof shingles are designed to give a lifetime of service. According to the manufacturer, Loomroof is the tightest interlocking roof shingle ever made. It can not rust, rot, tear, burn, swell or wear out—and is termite proof.

Sage Green Siding

Sage Green Ceramo Siding has been added to the Carey line in response to numerous requests for a light green Ceramo siding. R. F. Turner, Sales Manager, Building Prod-

Selling Siding

(Continued from Page 19)

appeals, insulating siding has many more valuable selling features which may be covered in your sales presentation such as:

1. It decreases distracting outside noises.
2. It is termite proofed.
3. It increases property values. Rental properties which have fallen into disrepair can be re-conditioned to attract a better class of tenant and bring a higher income.
4. It is low in cost by any comparison.
5. It is the best all-around siding value for the home owner's money.

Incidentally, it is one of the easiest of all sidings for the contractor to sell. Let us state frankly that any one of the five basic selling appeals is strong enough to sell an insulating siding job, but when used collectively and forcefully presented, they make it very difficult for the prospect to say no. These appeals are very carefully and dramatically presented in the various circulars and sales books available to you free of charge from the manufacturers. Forceful, verbatim sales presentations for both canvassing prospects and closing sales are a part of this manual. These sales talks are written by experienced experts and incorporate the appeals explored in this section in proper selling order. Study these sales aids carefully and work them into your own selling presentation. You will get results beyond your fondest expectations.

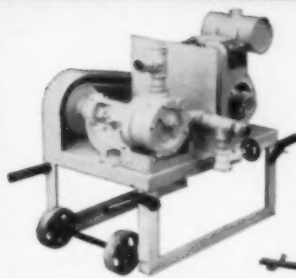
Nailing It Down

(Continued from Page 11)

and that we should preserve some examples of their handiwork. The displays could be models, photographs, drawing or full-sized articles and would make an interesting exhibition at our annual convention.

Mr. King also pointed out that show of this type "would not penalize the smaller businesses as they probably have the best mechanics." He sees his idea developing into an Educational Program for the younger men coming into the trade. "This idea has possibilities and if the members are

Littleford melts and pumps "hot stuff" faster than any other roofing combination



Model 75 Roof Pump is light weight, portable. It's easy to get it up to the roof, and it's easy to set up. Ideal for large and small jobs. It's easy to use—an experienced operator is not required. Pumps fast enough to keep three moppers busy. Send for bulletin 8-A.

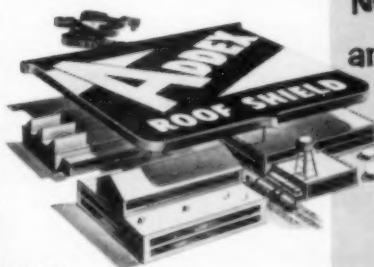
66-B "Kwik-Melter" simplifies and speeds up heating of tar, asphalt and pitch. Flue-type kettle gives better heat distribution, has removable flues and a burner that preheats inside of kettle. For complete information on the Littleford "Kwik-Melter", send for bulletin 8.

Put a ceiling on your roofing costs. Check the Littleford 75 Roof Pump, the 66-B "Kwik-Melter", and roofers' tools and accessories.



LITTLEFORD

LITTLEFORD BROS., INC.
430 E. Pearl St., Cincinnati 2, Ohio



Write for Complete Information

NEW Heavy Duty
Adtex Roof Shield

LABCO
INCORPORATED

10315 WILBUR AVE
CLEVELAND 6, OHIO

NOW...

and for the years ahead

Specify **ADDEX Roof Shield**

Field-tested — Time-proven

Developed exclusively as a
roof maintenance product

GOOD ROOFING TOPPERS



"Well if you won't get the ROOF fixed we might as well stock this room with trout!"

DOUBLE YOUR INCOME

from your Newspaper Advertising by using our cartoons to get more reader interest. More people read cartoon ads than any other style. These cartoons will SAVE your advertising dollars and help you to make more sales.

New series of "GOOD ROOFING TOPPERS" now ready. Mats of the cartoons come in either ONE or TWO column sizes to fit any size ad from 3 inches on up. Tie-In Copy Ideas are supplied FREE.

The cost is very low, based on city population. Sold on MONEY BACK GUARANTEE of satisfaction. Exclusive city Franchises going fast. Write today for FREE proofs of cartoons and full information to:

LIL-AD FEATURES

Box 167, Long Beach, Calif.

NAME

ADDRESS

The Handy Hoist



turns your
LADDERS
into
HOISTS
easily,
safely,
efficiently.



Designed
for
ONE-MAN
operation



Designed
for easy
storage
in truck
or car.

For Details Write:

Frank P. Frey & Co.

2634 W. Madison Street
Chicago 12, Illinois

**This Boosey
ROOF DRAIN
has these
exclusive features!**



Boosey No. 1148 Roof Drain is designed to provide the best drain solution for every type of roof construction.

Exclusive features include raglet for flashing seal, heavy one-piece clamping flange, visible connections and self cleaning bowl. Either metal flashings or roofing felts can be secured to sump without damaging either.

Send for the complete Boosey Catalog and Price List: It's the easy way to specify and order the exact roofing drainage specialty!

Norman Boosey Manufacturing Co.

General Sales Office

5281 Avery Avenue, Detroit 8, Michigan

BOOSEY

sufficiently interested to contribute their thoughts and support toward its development as annual exposition, its success will be assured," concluded Mr. King.

* * *

Addressing the Johns-Manville stockholders at their annual meeting, L. M. Cassidy, chairman of the board, had good news not only for the stockholders, but for the construction industry as well.

"During the first two months of 1955 JM sales securement figures are at a higher level than the same period last year and this trend will probably continue," Mr. Cassidy reported.

As far as the industry is concerned, Mr. Cassidy pointed out that all signs indicate that 1955 will be one of the greatest construction years in the nation's history.

"More homes were started in January and February than a year ago," he said. "In fact, new records were established in those months.

"At that rate, if the other months follow their normal seasonal pattern, around 1,400,000 new homes will be built in 1955, equalling or exceeding the record year of 1950."

Also, pointed out was the fact that in addition to the new homes, the construction industry, of course, includes factories, schools, office buildings, stores, sewers and water mains, power plants and highways.

"Construction," Mr. Cassidy added, "is now the country's largest industry, exceeding even agriculture and defense. Roughly one-seventh of the money spent for goods and services in 1954 went into construction. And this year it may account for one-sixth of the nation's output."

Mr. Cassidy made it clear that he didn't expect the boom to come to an abrupt halt when he added, "it appears that this fast pace of construction will continue for some years beyond 1955."

Roof Scrapers

(Continued from Page 15)

where one machine can reportedly scrape 50 squares an hour or better. Last July (1954) a Portland, Oregon, roofer reported scraping 60 squares an hour, adding that "5 men with shovels couldn't keep up with the machine." Such coverages are rare, of course.

2. Provides excellent surface for re-

Manufacturers & Distributors

**Everything for Roofing and
Waterproofing**

**CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
ROOF COATINGS & CEMENTS
INSULATION
ROLL ROOFING—FELTS—
PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON**

Insist on Genuine Durex Products

METROPOLITAN

ROOFING SUPPLIES CO., INC.
286 East 137th St., New York City

JACK TAR

ROOFERS MOPS

Economical
Long lasting

Write for
prices

CUPPLES COMPANY
Manufacturers

600 Spruce St. Louis 2, Mo.

"ASBESTOS"—The Magazine
Keeps you up to date on happenings in the Asbestos Industry. Gives facts about Asbestos, technical developments.
\$2.00 per year in the U.S.A.; \$3.00 in other countries.

"ASBESTOS"

808 Western Saving Fund Bldg.
Philadelphia 7, Pa.

Is your magazine addressed correctly?

Examine the wrapper, and notify American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y., if you desire any change. Please send back the old wrapper, and the new address, and allow about five weeks for the change.

roofing. Unlike hand scrapers, cutter-equipped mechanical scrapers don't bite or gouge felts. With loose-mounted cutters a uniform chipping or hammermill-like action is obtained. This not only pulverizes pitch and asphalt and dislodges gravel or slag—it also has a smoothing, leveling effect.

The result is an ideal surface for re-roofing: uniform, smooth and free of ridges and humps. Roofers report this permits easier refelting and mopping; and it simplifies placement of rigid-type insulation as well.

Comparatively Easy

3. *Makes scraping easier; reduces fatigue.* Mechanical scraping requires little of the operator except to guide the device around a roof. Since most scrapers have semi self-propelling action, this is a comparatively easy task—particularly when compared with the agonizing fatigue of hacking at a tough roof with a spud bar!

This new mechanical approach to a much-disliked job won early approval of international officers of the journeyman roofers' union, including Charles D. Aquadro and Homer Meyers. As a result, in most areas journeyman roofers not only like to use power scrapers, but also have been known to turn down assignments to reroofing jobs where mechanical scrapers weren't available. There seems little doubt that hand scraping has long been the "most hated" manual operation in the industry. So workmen today are more than glad to use a more comfortable substitute.

To contractors the morale of their men is important and mechanized scraping gives it a boost. One roofer expressed it this way: "Even on small jobs you kill off your men if you make them use hand scrapers. An hour or two behind a spud bar on a hot day does it—a man is just too tired after that to be good for anything else. He makes mistakes, has accidents, hates me, hates his job—all because hand scraping is a man-killing task. On the other hand he can do hours of work in a few minutes with a power scraper, with little fatigue. Running a machine is not child's play by any means; but to a man who's used a spud bar for years, it sure is!"

4. *Allows normal daytime work.* High temperatures, usually a problem in manual roof cleaning, have relatively

BERMECO

Lifts 12 to 15 tons of gravel an hour.

Performs 4 jobs efficiently.

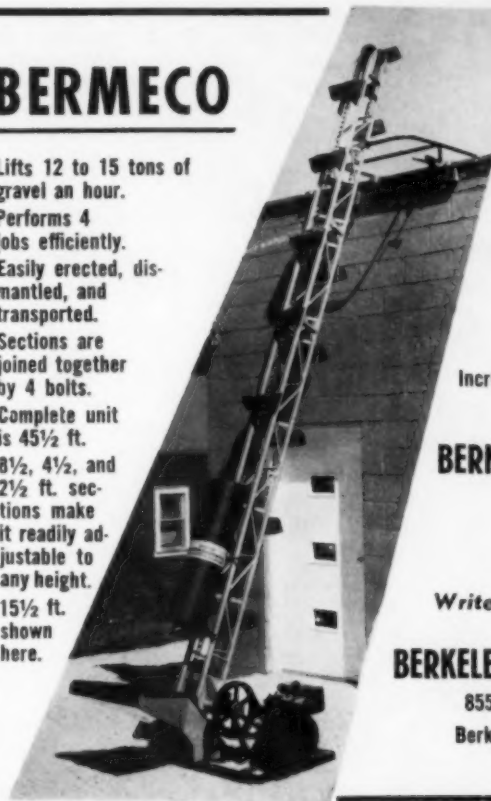
Easily erected, dismantled, and transported.

Sections are joined together by 4 bolts.

Complete unit is 45½ ft.

8½, 4½, and 2½ ft. sections make it readily adjustable to any height.

15½ ft. shown here.



ELEVATOR

Increase your profits
with a
BERMECO ELEVATOR.

Write for Illustrated Folder

BERKELEY METAL PRODUCTS

8550 Wabash Avenue
Berkeley 21, Missouri

**CUT SHARP and CLEAN without
WOBBLE or PLAY**

**R. MURPHY "Stay-Sharp"
ROOFING KNIVES**



Write for FREE catalog
showing the complete line.

**Tested
Quality
for
Over
100
Years**

Famous for the way they hold up under tough usage, R. Murphy "Stay-Sharp" blades are processed from the finest steel — hand-honed to razor-sharpness to cut the roughest materials easily.

Precision riveting completely eliminates play or wobbling between blade and handle, which is custom-designed for proper grip.

For the steadiest, cleanest, easiest cutting roofing knife, ask for R. Murphy "Stay-Sharp" Knives at your Roofing, Building Supply or Hardware Store.

There's an R. Murphy Knife for every purpose.

R. MURPHY Knives

AYER, MASSACHUSETTS

INDEX ADVERTISERS

Ajax Building Bracket Co.....	33
Aluminum Company of America....	5
American Associated Co.'s.....	30
American Roofer & Siding Contractor	32
American Sisalkraft Corp.....	29
Arrow Fastener Co., Inc.....	26
Berkeley Metal Products.....	39
Bird & Son, Inc.....	3
Boosey Mfg. Co., Norman.....	38
Bugher Mfg. Co.....	34
Calbar Paint & Varnish Co.....	26
Carey Mfg. Co., The Philip.....	41
Cartier & Sons Co., The M. N.....	34
Certain-teed Products Corp.....	12
Chase Bag Co.....	2
Cupples Co.....	38
Eureka Mop Co.....	34
Frey & Co., Frank P.....	38
Gundlach Machine Co., T. J., Div. of J.M.J. Industries.....	36
Hyde Mfg. Co.....	34
Johns-Manville	4
Johnson Products Co.....	36
Joliet Aluminum Specialties Corp...	33
Keasbey & Mattison Co.....	7
Labeo, Inc.....	37
Levw, David.....	28
Lewis Asphalt Engineering Corp...	35
Lil-Ad Features.....	37
Littleford Bros., Inc.....	37
Lustrik, Inc.....	30
Metropolitan Roofing Supplies Co., Inc.	38
Midget Louver Co., The.....	35
Murphy Knives, R.....	39
National Gypsum Co.....	27
Nixalite Co. of America.....	32
Patent Scaffolding Co., Inc., The....	29
Reynolds Metals Co.....	10
Roofmaster Products Co.....	34
Ruberoid Co., The.....	25
Silvercote Products, Inc.....	Back Cover
United States Gypsum Co.....	8-9

little affect on the performance of cylinder-type scraping machines. By keeping the roof wet down as recommended and using properly spaced cutters, pitch and gravel can usually be sheared off without difficulty even when roof and air temperatures are comparatively high.

This advantage means easier scheduling of work during regular hours and avoids unnecessary overtime, except under abnormal conditions.

5. *Simplifies job estimates.* Despite variations from roof to roof, coverages-per-hour with power scrapers are relatively easy to figure after an inspection of the job. This makes it easy for an experienced roofer to bid accurately with less danger of miscalculating preparation costs. And it helps assure profitable work despite competition.

A Eureka, California, roofer (P. C. Evans) made this comment: "The difference in time that it takes to remove the gravel, as compared to other methods, has not only paid for the machine, but has enabled us to underbid competition quite safely."

A Walla Walla, Washington, contractor (Martin Roofing Company) reports saving \$1000 on a 900 square re-roofing job. "I had figured \$3.00 per square for removing the gravel as it was well embedded in the asphalt, but . . . with the machine it actually cost me less than \$2.00 per square. The cost of the machine and cutters used was about \$700.00 so I was \$300.00 ahead on that one job alone and I still had the machine left."

6. *Helps avoid accidents.* The sliced toes and wrenched arms or backs, all too often caused by careless use of sharp spud bars, are eliminated by use of power scrapers. On the machine most widely used, a high speed revtool rotates inside of a heavy protective steel housing. Spinning in a forward direction the cutter-equipped cylinder shears off pitch, asphalt, slag or gravel and hurls it to the rear. Heavy chains on the back of the machine deflect the fast-flying of material to the roof and protect the operator's feet.

While mechanical scraping raises considerable dust, this can be reduced by thoroughly wetting down the roof. Some power scrapers reportedly have reverse action cutting drums which throw loosened slag and gravel ahead of the machine, but this practice is less desirable for safety reasons.

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Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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